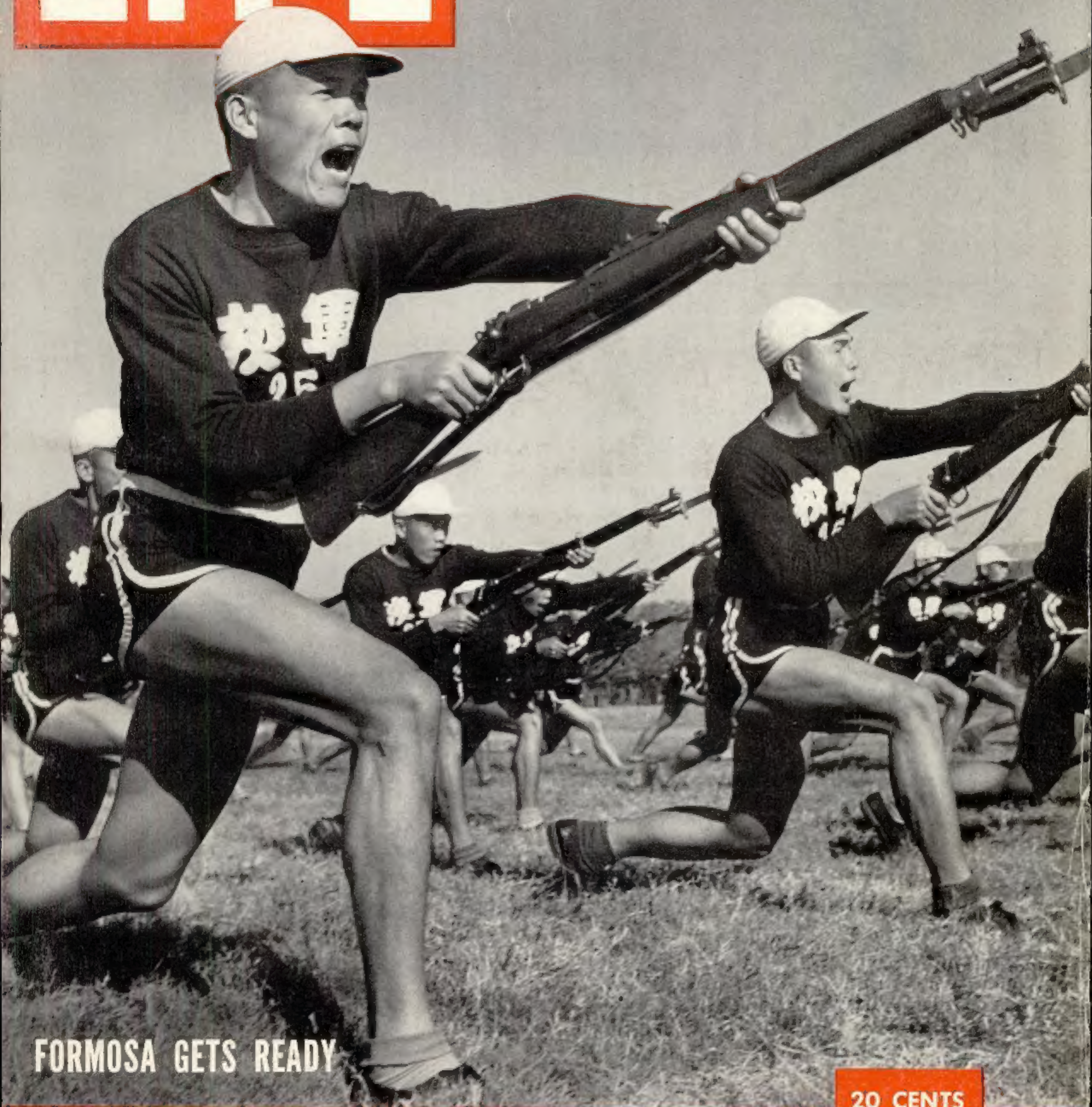


# LIFE

BY

ADLAI STEVENSON

HIS OWN STORY OF CAMPAIGN  
REVEALED FOR FIRST TIME



FORMOSA GETS READY

20 CENTS

MARCH 2, 1953

REG. U. S. PAT. OFF.



QUALITY CRAFTSMANSHIP STYLE



Look for this label... it identifies  
the finest wools in the world



FORSTMANN WOOLEN COMPANY  
PASSAIC, N.J.

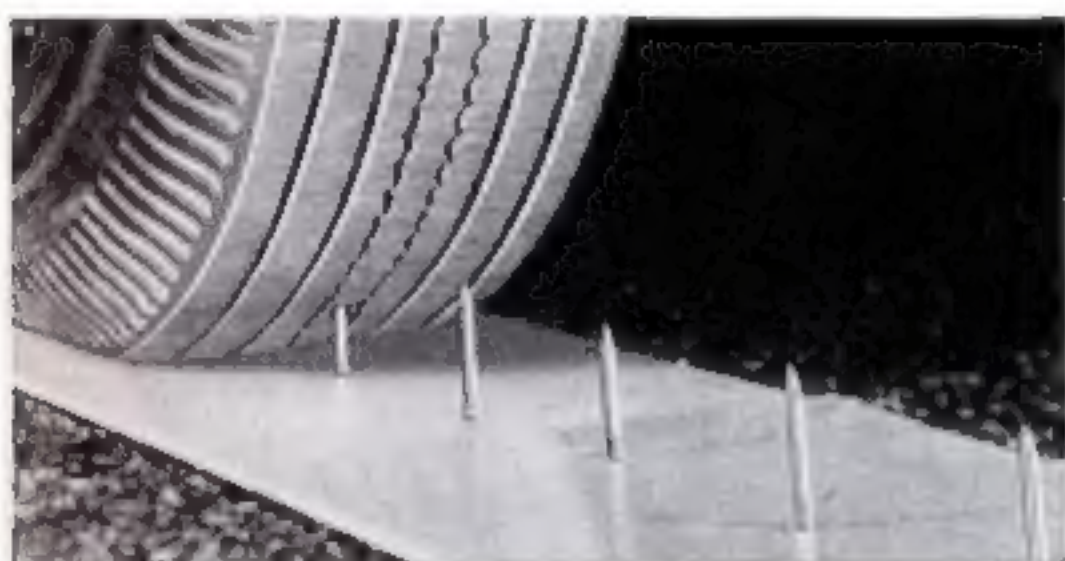


# B.F. Goodrich Tubeless Tire

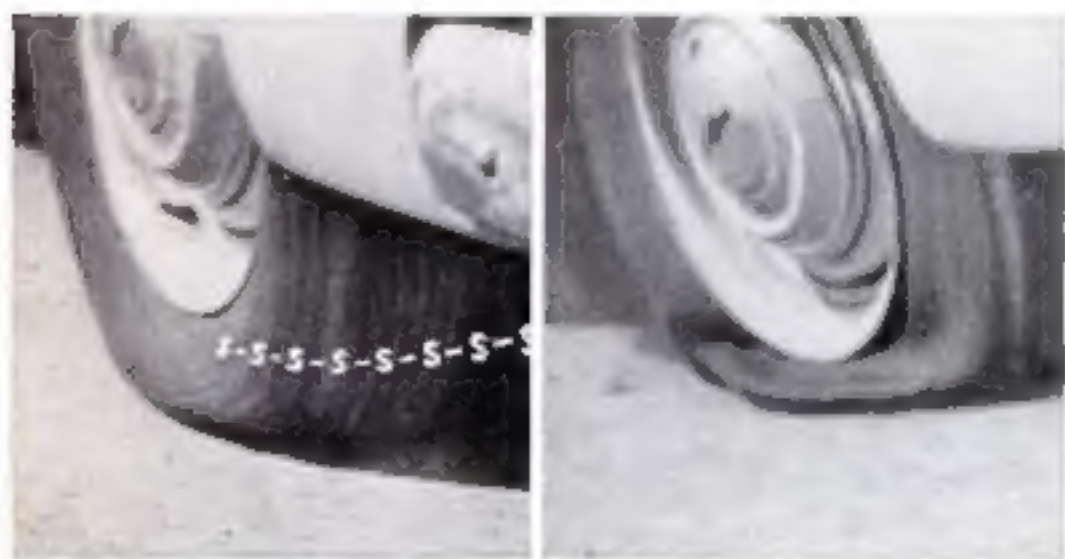
**PROTECTS AGAINST BLOWOUTS, PUNCTURES and SKIDS**



**1 WIPES DRY PATH ON WET ROADS.** BFG's new "Life-Saver" Tubeless Tire has a tread engineered with thousands of flexible "grip-blocks" that wipe a wet road so dry you can light a match on it. They grip like a caterpillar tread. Tests show the "Life-Saver" stops up to 20% quicker in rain than a regular highway tire, up to 30% quicker on ice, up to 15% quicker on snow. It has up to 40% more pulling power in rain, up to 114% more on ice, up to 25% more on snow.



**2 SEALS PUNCTURES.** Drive the BFG "Life-Saver" over spikes and it does not go flat. A gummy layer under the tread seals against the puncturing object, plugs the hole when object is withdrawn.



**3 SLOWOUT INSTEAD OF BLOWOUT.** Sudden blowouts in tires with inner tubes are usually caused by the tube being pinched by a bruise-break in the tire carcass. But a bruise-break in the "Life-Saver" Tubeless Tire merely causes a slow leak. That's because instead of an inner tube it has an air-retaining lining that's part of the tire itself. Patents covering basic features of Tubeless Tires have been issued to The B. F. Goodrich Company by the U. S. Patent Office.



**MORE MILEAGE TOO!** The BFG "Life-Saver" outwears other passenger car tires 10 to 15% because the tiny "grip-blocks" have a "walking" action that reduces scuffing. This new B. F. Goodrich tire *may* save your life, *can* save you trouble, *will* save you money. Ask your BFG retailer for a "Life-Saver" demonstration. His address is in the Yellow Pages of your phone book under the heading "Tires". Convenient terms. The B. F. Goodrich Company, Akron, Ohio:





# Kellogg

**...OF BATTLE CREEK**

The GREATEST NAME IN CEREALS and how it got that way

CORN FLAKES • RICE KRISPIES • PEP WHEAT FLAKES • ALL-BRAN • 40% BRAN FLAKES • RAISIN BRAN



AND SO HE SIGNED HIS NAME ...

You've seen the Kellogg trademark before, of course. (One of the first things you look at in the morning ... we hope.) But there's a little story about this trademark.


Unlike most trademarks, it's a signature. It's based on the actual signature of the man who founded this company, W. K. Kellogg.

Here was a man who had a great purpose in life -- to bring people the life-giving properties of grains in their most appetizing forms.

To this end he pioneered with a passion. (Kellogg's secret flavor recipes and toasting methods have still never been duplicated.) Freshness and flavor were two big words in his life. When it came to cereals, he was a hard man to please.

But when he was pleased, finally, he picked up a pen and signed his name.

People got to looking for this name on a package because they knew



they'd like what they found inside. As a result, Kellogg's cereals have become by far the most popular in the world.

So conscious are we of the obligations of this signature that we consider it as binding as a handshake or our name on a check.

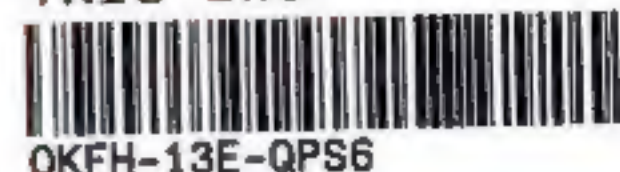
We stand behind the quality of Kellogg's products, package by package, flake by flake, shred by shred, and puff by puff.

Next time you are exposed to the confusing abundance of names and packages in the cereal section of your store, we hope you'll recall this little story of the Kellogg signature and that you'll find security in it.

KELLOGG COMPANY, BATTLE CREEK, MICHIGAN

SUGAR CORN POPS • SHREDDED WHEAT • KRUMBLES • SUGAR FROSTED FLAKES • CORN SOYA • VARIETY

This One



OKFH-13E-QPS6



**SLICK TRICK!**



**HOT OR COLD**

**new**  
**BAKER'S 4 in 1**  
**mixes**  
**faster**

**and it's more chocolate-y!**

**INSTANTLY**—you'll have the most luscious hot cocoa you ever tasted! Like magic you'll enjoy more chocolate-y chocolate milk! Yes, both are made in a jiffy from the same package of terrific new Baker's 4 in 1 Instant Cocoa Mix... the only cocoa mix that gives you extra-special Baker's Chocolate Flavor.



**Everything CHOCOLATE tastes best when it's BAKER'S!**

## LETTERS TO THE EDITORS

### THE SEA

Sirs:

"The Miracle of the Sea" (LIFE, Feb. 9) is a superwowser. While "The Earth Is Born" was tremendous, it was based on speculation. Part II takes facts and dramatizes them in a delightfully instructive manner.

A. RANGER TYLER

Albany, N.Y.

Sirs:

... "And God made the firmament and divided the waters" became real.

VENISE SANDERSON THURMON

Pearl, Ill.

Sirs:

I commend your fine work. But you falsely assume that "life emerged from the sea." It may be that "the chemical composition of man's blood is similar to sea water." But the main elements in the earth's dust are in the human body, corroborating Genesis (2:7): "And the Lord God formed man of the dust of the ground. . . ."

ARNOLD O. WILLIS

Huntington, W.Va.

• Sea water, more like man's blood than other matter, contains minute organisms from which the chain of life evolves. Thus scientists hold "the entity called life emerged from the sea."—ED.

Sirs:

I was surprised to see two mammalian dolphins called "fish." They appear to be *Delphinus delphis*. Being air breathers, 600 feet would be a long way down. There is a fish called dolphin, also a fast-swimming surface form, but hardly found consorting with the skate. But this is a minor mistake. The series is superb!

MARTIN R. BRITTAN

Assistant Professor of Zoology

San Diego State College  
San Diego, Calif.

Sirs:

In "How the Scholars Dropped in on Davy Jones" (LIFE, Feb. 9) you say LIFE's editors are asked, "Do you guys ever admit you just don't know something?" You reply: "There are plenty of things we don't know. . . ." Could one be how to spell Edgar Allan Poe's middle name, misspelled Allen?

ELTON WHISENBUNT

Memphis, Tenn.

• Not any more.—ED.

### LEADING CITIZEN

Sirs:

I'd appreciate seeing a picture of Dr. James Lee Dickey, honored as the leading citizen of Taylor, Texas (LIFE on the Newfronts of the World, Feb. 9). From your report, his work certainly merits it.

HOMER R. DENTON

Riverside, Calif.



DR. DICKEY

### EDITORIAL

Sirs:

I applaud your "Jerusalem: This City Needs U.N. Government." (LIFE, Feb. 9). As one who lived most of his years in the Holy City, I know that internationalization of Jerusalem is the only just and workable solution.

SAL S. KHOURY

Arab-American Association  
Chicago, Ill.

Sirs:

My faith in the U.N. will not be restored if Jerusalem is internationalized. It will be restored if I, and about a million other Arabs, am allowed to return to land which has been given to European Jews. And return we will, if not by peace, then by war—if not now, then 10 or 20 years hence.

MAZEN ABDEL-HADI

Houston, Texas

Sirs:

You state that "Christian leaders favor internationalization." A very considerable number do not. To make Jerusalem another Danzig, Trieste or even Berlin would be an unwelcome prospect. Under an internationalization regime, the Soviet Union, as a U.N. member, could hardly be denied a place in the governing body. Jerusalem would probably become another center for international intrigue.

The reasonable practical solution was a plan for functional internationalization which gained more support at the 1951 General Assembly than did territorial and political internationalization, and is endorsed by several thousand outstanding American Christians. This plan would place only the Holy Places under a special U.N. commission or commissioner.

... Peace, not internationalization, is what Jerusalem needs. Internationalization without a signed peace between Israel and Jordan would be absolutely untenable, unless the U.N. is willing to send in tens of thousands of troops and render the City of Peace more of an armed camp than it is today.

DANIEL A. POLING  
Editor

Christian Herald Magazine  
New York, N.Y.

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Sirs:

You ignore these realities: 1) Israeli Jerusalem is Jewish and new. It no more belongs under U.N. jurisdiction than Tel Aviv. These were built under the British mandate by Jewish industry for Jews. 2) The holy places are mostly in old Jerusalem, under the control of Jordan. 3) Jews have scrupulously cared for holy places in Israel but are ready to accept U.N. supervision of all sacred sites in Palestine. To separate Jewish Jerusalem from Israel is pointless and unenforceable. 4) The answer is not resurrection of the U.N. proposals of 1948 which Israel then accepted and which the Arab nations repudiated. Present hope lies in getting the Arabs genuinely interested in making peace with Israel. Thus far they have rejected every overture. Israel wants and needs peace. Her economy is gravely unbalanced by defense requirements. . . . The primary objective of U.N. and of American policy should be not to stiffen the Arabs in their intransigence but to evoke their readiness for a peace conference.

RABBI PHILIP S. BERNSTEIN  
Rochester, N.Y.

● We agree with Rabbi Bernstein (author of "What the Jews Believe," LIFE, Sept. 11, 1950) and Editor Polling that Jerusalem's first need is peace. The Arabs are unwilling to discuss peace so long as the U.N.'s official formula for internationalizing Jerusalem is ignored. This, too, is one of the "realities."

The plan to place the holy places under U.N. supervision (instead of internationalizing Greater Jerusalem) has some Christian and Arab support but was turned down by the U.N. The holy places lie not only within Jerusalem but all over Palestine. To put them under U.N. supervision would not affect the Israel or Jordan police power which now controls access to the shrines and keeps the city of Jerusalem economically strangled. Only a fully international city would permit the trade both Jew and Arab need.

If Israel could persuade the Arabs to negotiate peace on some other basis than the U.N. formula, LIFE would welcome the negotiations, although this seems unlikely. Since peace is essential, LIFE feels that it should start on the basis of the U.N. plan.—ED.

#### NEW CARDINALS

Sirs:

I congratulate you on your magnificent photograph of St. Peter's Basilica ("Spectacle for New Cardinals," LIFE, Feb. 9) and on David Hulburd's wonderful thumbnail biography of Cardinal McIntyre.

THOMAS J. WHALEN JR.  
Charleston, S.C.

Sirs:

I viewed with dismay the glittering splendor of St. Peter's. What a stranger would the humble carpenter of Nazareth be there!

PAUL M. VEST  
Santa Monica, Calif.

#### DISTINCTIVE DOBERMAN

Sirs:

It's gratifying to read the truth about "our breed" ("Dog of Distinc-

tion," LIFE, Feb. 9). Dobermans are much maligned because the average person believes them surly and vicious. We find them even-tempered, lovable and highly intelligent.

MRS. WILLIAM ELSSESSER  
Doberman Pinscher Club of Missouri  
St. Louis, Mo.

Sirs:

Lest the public be misled, the Doberman is a very sharp dog, developed specifically for police and guard work. One of America's outstanding breeders used to have a standing offer of \$100 to the owner of a mature Doberman of his breeding whose home was successfully burglarized.

WILLIAM J. FULLER  
Detroit, Mich.

Sirs:

. . . Storm is not a sissy; he is an automatic pistol with the safety locked. Any competent trainer could unlock it. Dobies were among the ablest war dogs. They were the counterweapon to German shepherds used by the Japanese. But some of them were bitches, and once when a Marine outfit woke up, all the Japanese war dogs were voluntary prisoners, courtesy of their Dobie bitch.

JACK NATTEFORD  
North Hollywood, Calif.

#### JET EXPLOSION

Sirs:

. . . How did Mr. Orr set his camera to stop the explosion so clearly?

WARREN HIMMELBERGER  
Attleboro, Mass.

● Orr used a miniature camera with long-focus lens set at 1/1000 second, f.4.5. But he "panned" the motion of the plane, increasing his effective shutter speed.—ED.

#### YEHUDI'S YOGA

Sirs:

Yoga is a rational system of health practiced for over 2,000 years ("Yehudi's Yoga," LIFE, Feb. 9). There are scores of simple exercises, "slow, un-strenuous and sweet," not just those extremes you chose.

FLORENCE BISHOP  
New York, N.Y.

Sirs:

Yehudi might better clean his head by inserting the string in one ear and pulling it out the other. This would really make his eyes bright.

JOHN A. KIRSTEIN  
Fern Creek, Ky.

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**TROPICAL** acetate-and-rayon is especially crisp, has kick pleat (front and back) to make walking *easy*. In ten colors from oyster white and beige to navy and black. Sizes are 10-20, misses and petites. \$25



**SMOOTH** acetate-and-rayon is made into crisp suit with generous pleated skirt. Detachable white linen collars and cuffs have another (regular) set beneath. In navy, gray, beige, open blue, or black. Sizes 10-20. \$35



**LITTLE CHECKS** in comfortably lightweight acetate-and-rayon fabric are good for all figures. Snug jacket has detachable linen over-collar. In navy, gray, beige, or red checks. Sizes 10-20, misses and petites. \$29.95

## NEW ACETATE WEAVES MAKE

Remarkable new fabric blends show up in tropicals, tweeds,

**New suit blends solve old suit problems.** A welcome phenomenon has entered the suit world. It is *blended suit fabrics*. These fabrics (which are actually a combination of different fibers like acetate and rayon) make the new suits do a number of things which old-fashioned ones could never do.

**Resist wrinkles, moths, shrinking.** Suits no longer need to be moth-proofed. They do not wrinkle easily. They are not prone to shrink, stretch, or "sit out".

**New fabrics make suits look costly, cost little.** Best of all is the fact that these new blended fabrics *look* as good as the classic kind, tailor as beautifully (note the Duchess Royal suits above), and yet cost anywhere from one-third to one-half the price.

**Celanese\* acetate gives fabrics incredibly rich feel.** Most popular of these new suit fabrics are acetate and rayon blends. Celanese acetate, in particular, makes them *feel* pleasant and welcome. You appreciate this when you realize





**BIG CHECKS** in tweedy jacket (acetate-rayon-and-nylon) make 3-piece suit with blouse and skirt of shantung (acetate-and-rayon). Black-and-pink, black-and-gold, navy-and-blue, brown-and-beige. Sizes 10-20. \$39.95



**RIBBED** acetate-and-rayon makes three-piece suit with matching lime-colored blouse. Box jacket is cut to lie close to figure. In gray, cocoa, or blue with fine lime-colored stripe. Suit also comes in solid colors. Sizes 10-18. \$35



**PHANTOM STRIPED** acetate-and-rayon weave feels particularly nubby, is boldly banded in braid. There are four brief pleats at bottom of new "tulip" skirt. In gray, navy, brown, and red. Sizes 10-20. \$29.95

# THE WHOLE SUIT WORLD HAPPY

stripes, checks... sell in Duchess Royal suits for as little as \$25

that every time a woman buys clothes, she instinctively finds out what the *fabric* feels like.

**New weaves and colors.** Acetate blends are showing up in everything from crisp tropical weaves to fabrics with all the softness of flannel. They are in a range of colors the suit world never knew—brilliant shades to muted off-key tones.

Prize example of this enormous variety of blended weaves and colors are these six Duchess Royal suits. They are at B. Altman & Co., all stores; Marshall Field & Company,

Chicago; John Wanamaker, Philadelphia; Jenny, Cincinnati; A. Harris & Co., Dallas; Bullock's, Los Angeles; Roos Bros., Northern California. For more stores, see page 8.

Celanese Corporation of America, New York 16, N. Y.

**Celanese**<sup>\*</sup>

\*Reg. U. S. Pat. Off.

**ACETATE, the beauty fiber**



# The Duchess Royal Suits

## in the Celanese advertisement

on pages 6 and 7  
are at the following stores:

**ALABAMA**  
Birmingham... Odum Sewers & White  
Florence... Shirley's  
Gadsden... Ike Saba Clothing Co.  
Mobile... L. Mammel & Co.

**ALASKA**  
Juneau... B. M. Schreder Co. Inc.

**ARIZONA**  
Phoenix... Diamond & Co.

**ARKANSAS**  
El Dorado... R. T. Elkins Co.  
Fort Smith... Tiltus Inc.  
Little Rock... Gus Blas Co.  
Magnolia... Gladys Carters  
Pine Bluff... The New Maru

**CALIFORNIA**  
Berkeley... Rose Bros. Inc.  
Coronado... Sandersen's  
Fresno... Rose Bros. Inc.  
Glendale... Ruth Faye Shop  
La Jolla... Sandersen's  
Long Beach... Buffum's Inc.  
Los Angeles... Hollister's  
Oakland... Rose Bros. Inc.  
Palo Alto... Rose Bros. Inc.  
San Diego... The Marston Co.  
San Francisco... Rose Bros. Inc.  
San Jose... Rose Bros. Inc.  
Santa Barbara... Lou Rose of Santa Barbara  
Santa Monica... Mickey Fine  
Santa Rosa... W. B. Carliners & Sons  
Sherman Oaks... A. Miller Ladies Wear

**COLORADO**  
Denver... Neustadter

**CONNECTICUT**  
Bridgeport... O. M. Reade  
Danbury... Reade's  
Hartford... Manhattan Shop  
Meriden... Wall's  
Middletown... Florence Travis  
Naugatuck... M. Freedman & Co.  
New Britain... Levy's  
New Haven... Hamilton's  
Southington... Neil & Neil  
Waterbury... Neil & Neil  
W. Hartford... Town & Country Clothes

**DELAWARE**  
Wilmington... Fishers

**FLORIDA**  
Goral Gables... Allan Abess  
Jacksonville... Furchgott Inc.  
Miami... Eleanor's House of Fashion  
Orlando... Simpson's  
Tallahassee... Louis Geyerman & Son

**GEORGIA**  
Atlanta... Rich's Inc.  
Augusta... Bell's Dept. Store  
Gainesville... Saul's  
Macon... Snyder's  
Savannah... Daniel Hagan Inc.  
Thomasville... Louis Geyerman & Son

**IDAHO**  
Boise... Brodover's Inc.

**ILLINOIS**  
Aurora... Young Modern Shop  
Bloomington... W. H. Boland Inc.  
Champaign... W. Lewis & Co.  
Decatur... Newmans  
Joliet... Kimball Shop  
Jacksonville... Emporium  
Kankakee... Samuel's  
La Grange... Lowry's For Women  
Princeton... Alma Magnuson's  
Quincy... Rederick P. Miller  
Rockford... John Bremerer Co.  
Springfield... Newman's  
Waukegan... Newman's  
Wheaton... The Vogue

**INDIANA**  
Anderson... Gates  
Bloomington... The Wicks Co.  
Evansville... Wells  
Fort Wayne... The House of Golden  
Gary... Coronet Shop  
Highland... Cinderella Shop  
Indianapolis... The Wm. H. Black Company  
La Porte... Olga Anderson Fashion Shop  
Marion... Gates  
Richmond... Harriet's Inc.  
South Bend... Bonbons

**IOWA**  
Cedar Rapids... Wal's  
Davenport... Peterson-Harned Van Mear  
Des Moines... Stearns  
Ottumwa... Wareham-Burns  
Spencer... Spencer  
Waterloo... New York Fashion Shop

**KANSAS**  
Emporia... Newman's Inc.

**KENTUCKY**  
Covington... John M. Cassin Co.  
Lexington... Purcell's  
Louisville... Byck Bros. & Company  
Paducah... Walcott's

**LOUISIANA**  
Baton Rouge... Goucheaux's  
Mayenneville... The Fashion  
Lafayette... La Parisienne  
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Bangor... The Sines Co.

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Annapolis... Labovitz, Inc.  
Baltimore... Nechscheldt Kohn & Co.  
Cambridge... Perkins Inc.  
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Boston... E. T. Slattery Company  
Brookline... E. T. Slattery Company  
Fall River... Lenor's  
Hingham... Martha Gay Shop  
Hyannis... Pearlsberg  
Lawrence... A. M. Sutherland Co.  
North Adams... Fizzi's  
Quincy... Anna Starr  
Waltham... Rosenberg's  
Wellesley... E. T. Slattery Company  
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Kalamazoo... Style Shop  
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Midland... The Mode  
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Wyandotte... Delano's

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Mankato... Pierce's  
Minneapolis... Roschchild-Young-Quinn Co.  
St. Paul... Viola-Schick Inc.  
Winona... Vera L. Hawkins

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Jackson... H. S. Kennington Co.  
Laurens... Fine Bros. Madison Co.  
Starkville... W. W. Scales Co.  
Vicksburg... Adele's House of Fashion  
Yazoo City... Yazoo Apparel Shop

**MISSOURI**  
Clayton... Elia Brady  
Columbia... Elia Brady  
Jefferson City... Elia Brady  
Kansas City... Elia Brady  
St. Louis... St. Louis Beruaga-Vanderhoof Inc.

**MONTANA**  
Billings... Doyle's

**NEBRASKA**  
Cambridge... McKinney's Apparel  
Grand Island... Woolbach's  
Lincoln... Gold's of Nebraska  
Omaha... J. L. Strand & Sons

**NEW JERSEY**  
Asbury Park... Steinbach Co.  
Atlantic City... Polly's Dress Shop  
Camden... Arnold's Dress Shop  
Dover... Fine's of Dover  
East Orange... B. Altman & Co.  
Elizabeth... E. J. Goetz Co.  
Hackensack... Famous Fain  
Jersey City... Budget Dress Shop  
Montclair... R. C. Joseph Co.  
Morristown... L. Samberger Co.  
Newark... L. Samberger Co.  
New Brunswick... Rosenthal's Inc.  
Passaic... The Strand Shop  
Paterson... Quackenbush Co.  
Red Bank... Steinbach Co.  
Ridgewood... Sealfon's  
Rummedale... Palumbo's Dress Shop  
Trenton... Henigbaum's  
Woodbury... Miss Prim Shop

**NEW YORK**  
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Batavia... Scott & Bean Inc.  
Binghamton... Fowler Dick & Walker  
Bronxville... Colonial Shop  
Buffalo... J. M. Adam & Co.  
Cortland... Elton's Shoppers  
Elmira... S. F. Lazarus Co.  
Hempstead... Marthe Babet  
Hudson... Orchard Dress Shop  
Ithaca... Holly's  
Jamestown... Nelson's  
Manhasset... B. Altman & Co.  
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New York City... B. Altman & Co.  
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Rochester... Sibbey Lindsay Cur Co.  
Saratoga Lake... Altman's  
Syracuse... The Adair Co.  
Troy... Denby's  
Tuckahoe... Eldine Shop  
White Plains... B. Altman & Co.  
Yonkers... The Fashion Shop  
Saratoga... Mary Rothman Inc.

**NORTH CAROLINA**  
Asheville... Ivey's  
Burlington... Kirkman's Young Fashions  
Durham... Bela Leggett  
High Point... Friedmans  
Monroe... The Smart Shop  
Morgantown... Lazarus  
Roxborough... Ray's  
Rocky Mount... Resenblum-Lory Inc.  
Salisbury... Purcell's  
Winston-Salem... Thalhimer-Sosnick  
Greensboro... Galk Dept. Store

**OHIO**  
Akron... Peisky's of Akron  
Bellevue... Doe's  
Canton... Stern & Mann Co.  
Cincinnati... Friedmans  
Cleveland... Sterling-Linder Davis  
Columbus... The Union Co.  
Cuyahoga Falls... Lilee Sea Shop  
Dayton... Billy Lewis Inc.  
Hillsdale... Peisky's  
Mason... The Ideal Co.  
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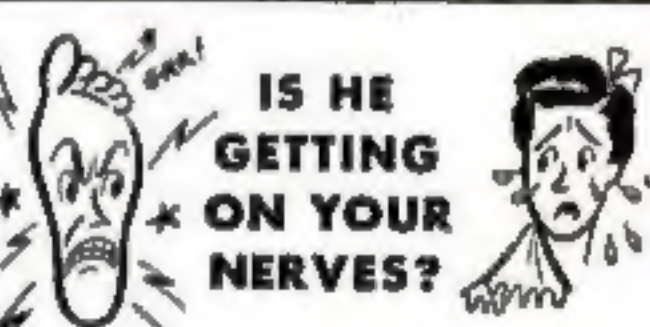
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**Imagine...**

**NO DUST BAG TO SHAKE OUT—  
NO PAPER BAG, SACK  
OR PAN TO TAKE OUT!**

**NOTHING TO  
TAKE OUT—NO DIRT  
TO HANDLE EVER!**

# Only **Electrolux** sells the cleaner you never have to empty!

**The New Electrolux does automatically  
what other cleaners don't do at all!**

You've heard about it . . . you've read about it . . . but wait till you see the New Electrolux! It's the great new home-cleaning invention with automatic features so remarkable you'll have to see it to believe it!

**It never has to be emptied! It's automatic!**

Yes, this is the cleaner you *never* have to empty! There's nothing to clean out . . . no dust bag to shake out . . . no paper bag, sack or pan to take out. You *touch* no dirt . . . *breathe* no dirt . . . *see* no dirt!

**Always gets the deep-down dirt! It's automatic!**

The New Electrolux cleans *better* too! Its suction power

***...it's automatic!***

is so strong it picks up dirt deep down in the bottom of the rug. And it *keeps on* cleaning better! Because of its exclusive automatic feature, the New Electrolux *never* loses its remarkable cleaning ability . . . *no matter how much dirt you pick up!*

**Cleans better All the time! It's automatic!**

Any other cleaner needs to be emptied by the user. If you forget to, it soon reaches the "lazy suction" point where it's only picking up the surface dirt, and eventually not even that. But the New Electrolux is automatic. It *never* needs to be emptied. And it can't get "lazy"—the automatic feature won't let it! So you never waste time just cleaning the tops of your rugs, or trying vainly to clean with a machine that's clogged up because someone forgot to empty it. The New Electrolux keeps cleaning efficiently and quietly *all the time*.

**A complete home-cleaning service. It's automatic!**

The New Electrolux makes all your home cleaning easier than ever before . . . and more convenient . . . because all the cleaning tools can be with you all the time. You can do all the rooms on one whole floor of the average home without ever having to change the plug. And you can have a cord that stays out of your way, because it unwinds and winds itself up . . . automatically. Yes, before you decide on any cleaner, see the New Electrolux. It's sold only on home demonstration by bonded Electrolux salesmen, who sell no other machine. Liberal terms.



Touch no dirt!

Breathe no dirt!

See no dirt!

# New Electrolux

The cleaner you never have to empty—it's automatic!

Made by the makers of Electrolux, America's largest-selling cleaner



**FOR A HOME DEMONSTRATION** at no obligation, phone your authorized Electrolux Factory Branch or call Western Union Operator 25 (no charge) for the name of your nearest Electrolux representative. Or write . . .

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**EXPRESSION OF LAUGHTER** on the face of an aged model is stimulated with an electrical device used by Dr. Guillaume Duchenne, a French physician whose earlier studies and photographs of the movements of facial muscles were

incorporated into Darwin's book. Darwin explains that the characteristic muscular movements around the mouth and the eyes in smiling and laughing first arose in ancestral man with his habit of uttering loud sounds from a sense of pleasure.

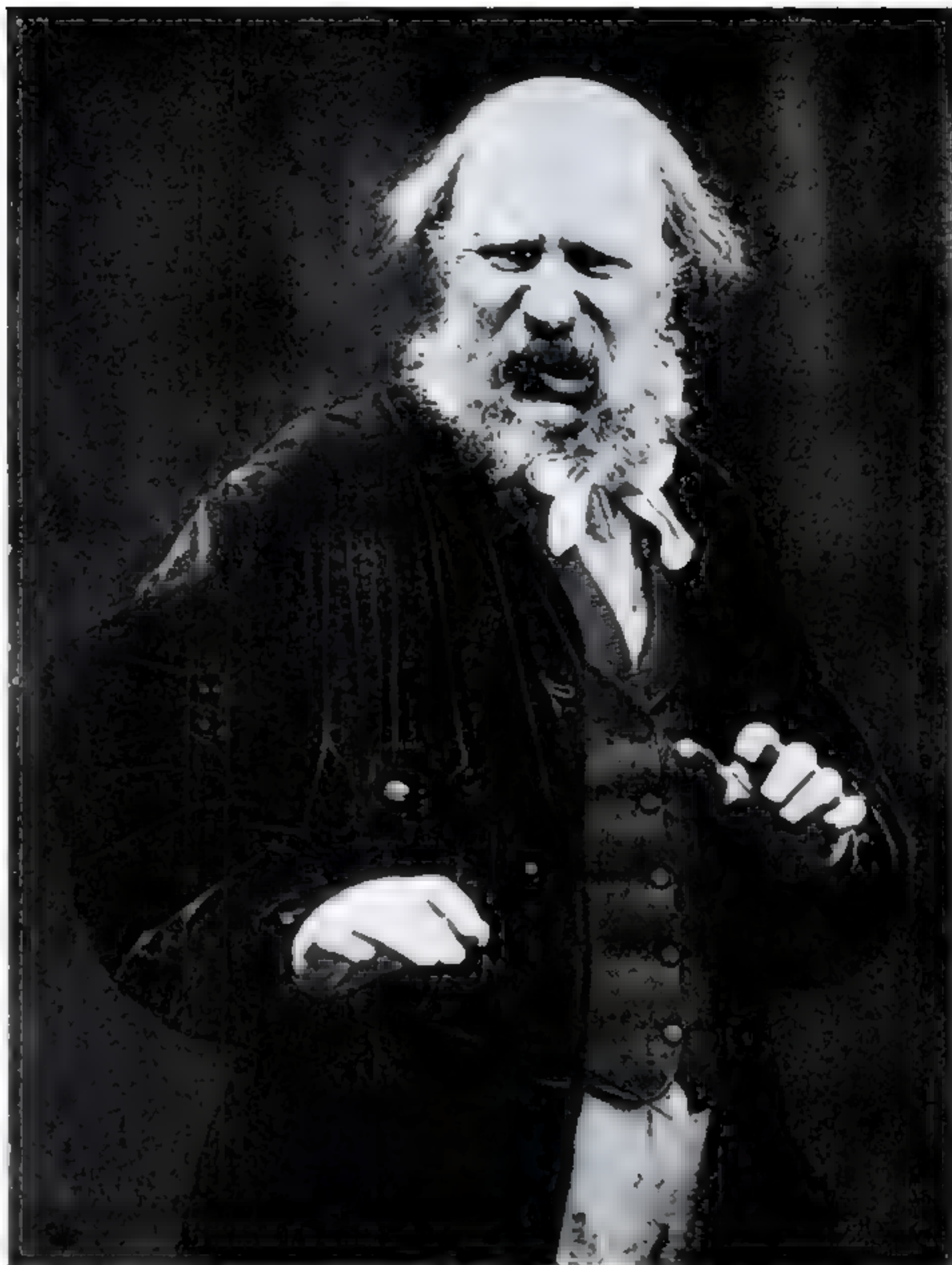


# SPEAKING OF PICTURES

**Darwin used these in 1872 trying to explain origin of emotional expressions**

In 1872, a few years after the publication of his earth-shaking *Origin of Species*, Charles Darwin wrote another book called *Expression of the Emotions* which discussed the evolution of man's emotional expressions. Because of the fame of *Origin* the first edition sold out on the day of publication. But a second printing was never disposed of during his lifetime, and the world now knows little of the book. Its chief interest today lies in its weirdly comic illustrations, printed in the book through an early form of photoengraving.

For his study of expressions and the emotions which lay beneath them, Darwin used pictures of grimacing people, made during the early decades of photography. Searching for basic emotional traits in contemporary man, he also studied infants (and was falsely accused of sticking pins into them), the insane and reports about primitive tribesmen around the world. Most of our facial expressions, Darwin concluded, have evolved throughout the ages from muscular movements which once served specific organic purposes. "Some expressions," he even decided, "such as the uncovering of the teeth under furious rage can hardly be understood except on the belief that man once existed in a much lower and animal-like condition." For many years Darwin's theory held the attention of scientists, but his extreme emphasis on inherited emotional characteristics is now generally discredited by modern psychology.



**DISGUST** is characterized by protruding lips and a widely opened mouth, as if an offensive morsel of food were being forced out. Darwin theorizes that

this unpleasant expression involuntarily occurs as the result of a power which early man once had to vomit voluntarily food which disagreed with him.



**SNEERING** is explained by Darwin as a survival from the practice by man's ancestors of baring their upper teeth, as dogs still do, before attacking.

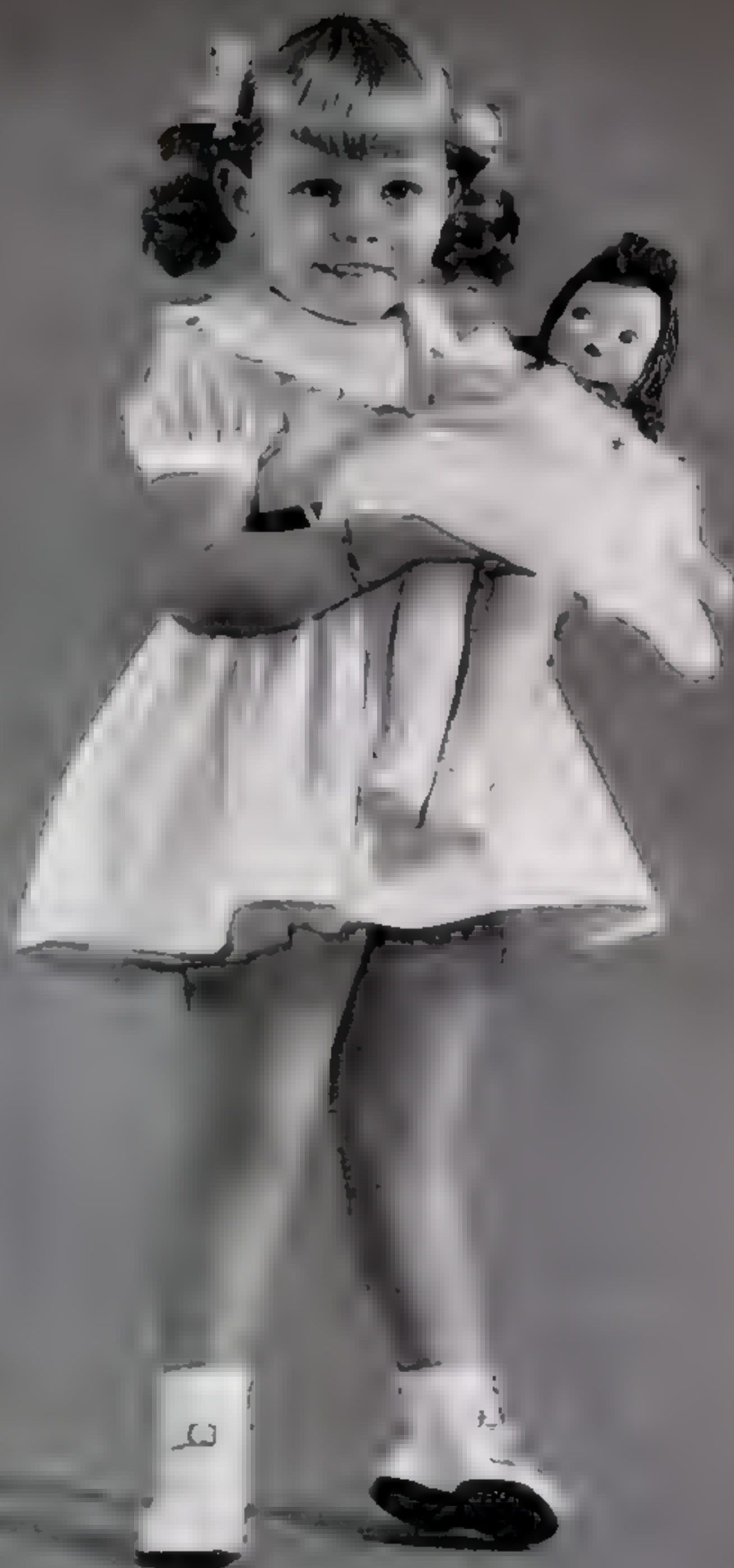


**ADULT GRIEF** is marked by furrows lining the forehead, slanting eyebrows and a drawn mouth, which result from muscles used to check tears.



**CHILDISH GRIEF** is revealed by a depression of the corners of the mouth, which stems from muscles which open the mouth when child later screams.





PAMELA MICHAELSEN TOOK A NAP WITH A CHOCOLATE BAR—BUT RINSO WASHED HER DRESS WHITER THAN NEW.

## BEFORE AND AFTER RINSO

**When it's got to be really white, use Rinso with SOLIUM. Rinso gets out more dirt, and costs about 20% less than detergents.**

One sticky afternoon last July, five-year-old Pamela Micharlson took a nap with a chocolate bar.

The photograph on the left shows how Pamela looked when she woke up. The one on the right shows how she looked after Rinso had come to the rescue. Rinso soap, mark you—not one of the chemical detergents.

Those detergents aren't bad, but the sober truth is that when it comes to your family wash, Rinso soap does a better job on grime and dirt. Yes, indeed.

You may have noticed that your sheets and pillow-

cases actually look whiter after they have been washed in Rinso than when you first bought them. This isn't an optical illusion—it's the gospel truth. It's due to the SOLIUM in Rinso, and you can see the difference even before your wash is dry.

Our scientists can also prove that Rinso gets out more dirt than detergents. But, to be honest, you can't always detect this superiority with the naked eye—except when your wash is very dirty indeed. Then you will be able to see for yourself that Rinso does a better job.

You can safely wash almost any fabric in Rinso—not only your cottons, as you'd expect, but wool, nylon, rayon, orlon, linen and silk. Even your baby's diapers. And, as every alert young housewife has discovered, the mild, gentle soap in Rinso is kinder to

your hands than harsh detergents. Last but not least, Rinso costs you less—about 20% less than most detergents, in the economy size box. Why? Because it costs Lever Brothers Company less to make soap—and they pass this saving on to you.

It all adds up to this: for your family wash, Rinso with SOLIUM is far and away your "best buy." A great boon, and a great bargain. Rinso is unconditionally guaranteed to please you, or your money back plus postage if you return the guarantee panel from any Rinso package to Lever Brothers Company, 390 Park Avenue, New York 22, N. Y.

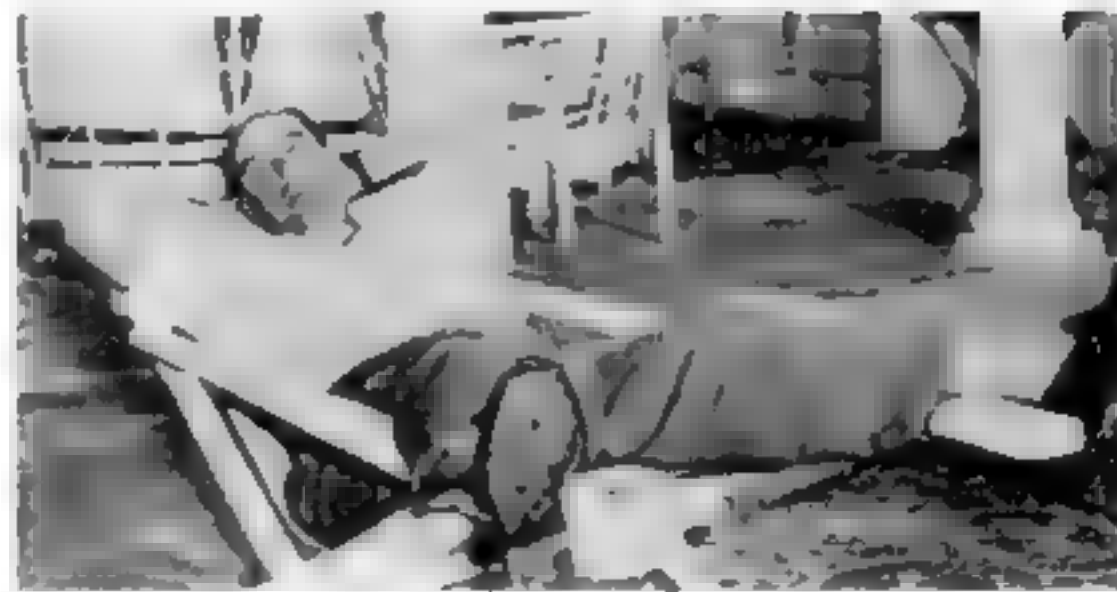




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HARRY TRUMAN LUNCHEES WITH FRIENDS IN KANSAS CITY



ADLAI STEVENSON RELAXES ON VACATION IN BARBADOS

# 'LIFE'S' EDITORS ARE PROUD TO ANNOUNCE . . .

A126KX  
BULLETIN

KANSAS CITY, (L.S. 21-1AP)—FORMER PRESIDENT HARRY S. TRUMAN ANNOUNCED TODAY HE WILL WRITE HIS MEMOIRS AND HAD SELECTED LIFE MAGAZINE TO HANDLE ALL RIGHTS.

"I HAVE SELECTED LIFE MAGAZINE TO HANDLE ALL RIGHTS IN THE MEMOIRS," MR. TRUMAN SAID. "I HAVE OBSERVED THAT LIFE EDITORS HAVE PRESENTED OTHER MEMOIRS WITH GREAT DIGNITY AND CARE."

DV102NACS NLS

As publishers of memoirs by the makers of history LIFE is proud to note the words of former President Harry S. Truman in the Associated Press bulletin which is reproduced above. Mr. Truman's announcement came just as we were finishing work on an article by a man who has set down for LIFE his personal account of a historic campaign—Adlai Stevenson, who on pages 94-106 writes of his hectic 1952 race.

In the past years LIFE has published the works of a very wide assortment of great men—Conservatives and Laborites, Republicans and Democrats, ex-kings and Communists, soldiers and civilians. The list includes

Churchill, Attlee, Omar Bradley, Forrestal, the Duke of Windsor, Marshal Tito, all of whom recorded their part in history with an authenticity which no outsider could possibly approximate.

Mr. Truman, who has been relaxing in Independence and Kansas City, will shortly go to Honolulu and there will start work on his memoirs, which he plans to complete in 1954. Most of this work will be about his seven years as president, which may prove to be the most significant years in our country's history. While he was in office, Harry Truman saw the end of a great war, the emergence of the U.S. as a leading world power, our discovery of the true aims of Communism, the dawning of the atomic age and the development of grave national concern with the problem of loyalty. Mr. Truman has demonstrated a unique facility for communicating with his fellow Americans. We are sure that he will illuminate these years of great decision as no one else could. He was, after all, the man who made the decisions.

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# LIFE

Vol. 34, No. 9

March 2, 1953







# OR 'LIBERATE THE MAINLAND'

## CHINESE ON FORMOSA PIN NEW HOPES ON OLD DREAM

PHOTOGRAPHED FOR LIFE BY HORACE BRISTOL AND HOWARD SOCHUREK

In the classrooms of Formosa, Chinese schoolchildren are painstakingly, eagerly learning to write the characters above which spell out the dream and the hope of the island's nine million free Chinese: "Liberate the mainland." For three restless years on Formosa—or Taiwan, as the Chinese call it—the Nationalist armies of Generalissimo Chiang Kai-shek have held fast to this dream, hardening their bodies with rigorous calisthenics and spirited training (see cover), charging across rice fields in mock attacks, learning to use new weapons and tactics. But only when President Eisenhower announced last month that the U.S. Seventh Fleet would no longer neutralize Taiwan did the dream become a hope.

The Eisenhower decision does not make an all-out invasion of the mainland a practical possibility. Chiang's armies number less than half a million men, and they do not have the landing craft, planes, weapons or ammunition

to attack across 100 miles of water. But they can now make large-scale raids, keep a sizable Communist force busy protecting the coast and perhaps take some of the pressure off Korea. Given the equipment, they might do even more.

Though weak in war materials, the Nationalists are strong in other ways. By personal contact (below) and intense political indoctrination, Chiang has built a fervent, dedicated army that does not remotely resemble the defection-ridden rabble that fell before the Communists three years ago. Equally important, Chiang and his leaders are, with U.S. help, giving Taiwan a program of education, health, farm aid and clean government (pp. 20-21) that has made the island a Nationalist show window. With reports of this new Taiwan regime filtering through to the tyrannized mainland, the Nationalists are counting on warm partisan support—in addition to Communist gunfire—in their crossings of Formosa Strait.



← CADETS HEAVE logs in muscle-building unison at Fengshan Academy, the West Point of Taiwan.

CHIANG INSPIRES men leaving for training in the U.S. by telling them in person to work hard.



# THESE MEN ARE BOUND TO CHIANG AND CHINA



**PARATROOPER** Lin Yan, 26-year-old volunteer, can expect to be in the first wave of any mainland invasion.



**PILOT** U. F. Wen sits in cockpit of P-17. A flight commander, he took part in mainland fighting four years ago.



**OFFICER CANDIDATE** Nui Hui tung, 21, will graduate from Fengshan this summer as infantry second lieutenant.



ON ISLAND OF QUEMOY, NATIONALIST STRONGHOLD WITHIN RANGE OF MAINLAND ARTILLERY,



**GOVERNOR** of Taiwan, K. C. Wu, was once mayor of Shanghai. Now makes Taiwan government a model for the mainland. He takes many inspection trips, has inaugurated a fair and efficient system of taxation.



**ARMY CHIEF** Sun Ia jen, a graduate of V.M.I., is in charge of all army training. A strict disciplinarian, he is largely responsible for stamina and skill of Chiang's troops.





**TWO SAILORS ON LEAVE GET A WELL-BALANCED RIDE ON MULE WITH UNIQUE DOUBLE SADDLE**



**AIR FORCE HERO "Tiger" Wang** is most popular and colorful of Chiang's generals. Once chief of staff of Chennault's Flying Tigers, he now heads Chinese air force.



**U.S. ADVISER** Major General William Chase reads Eisenhower order ending neutralization. After working with Nationalists 22 months, he says they have great potential but need more training and equipment.

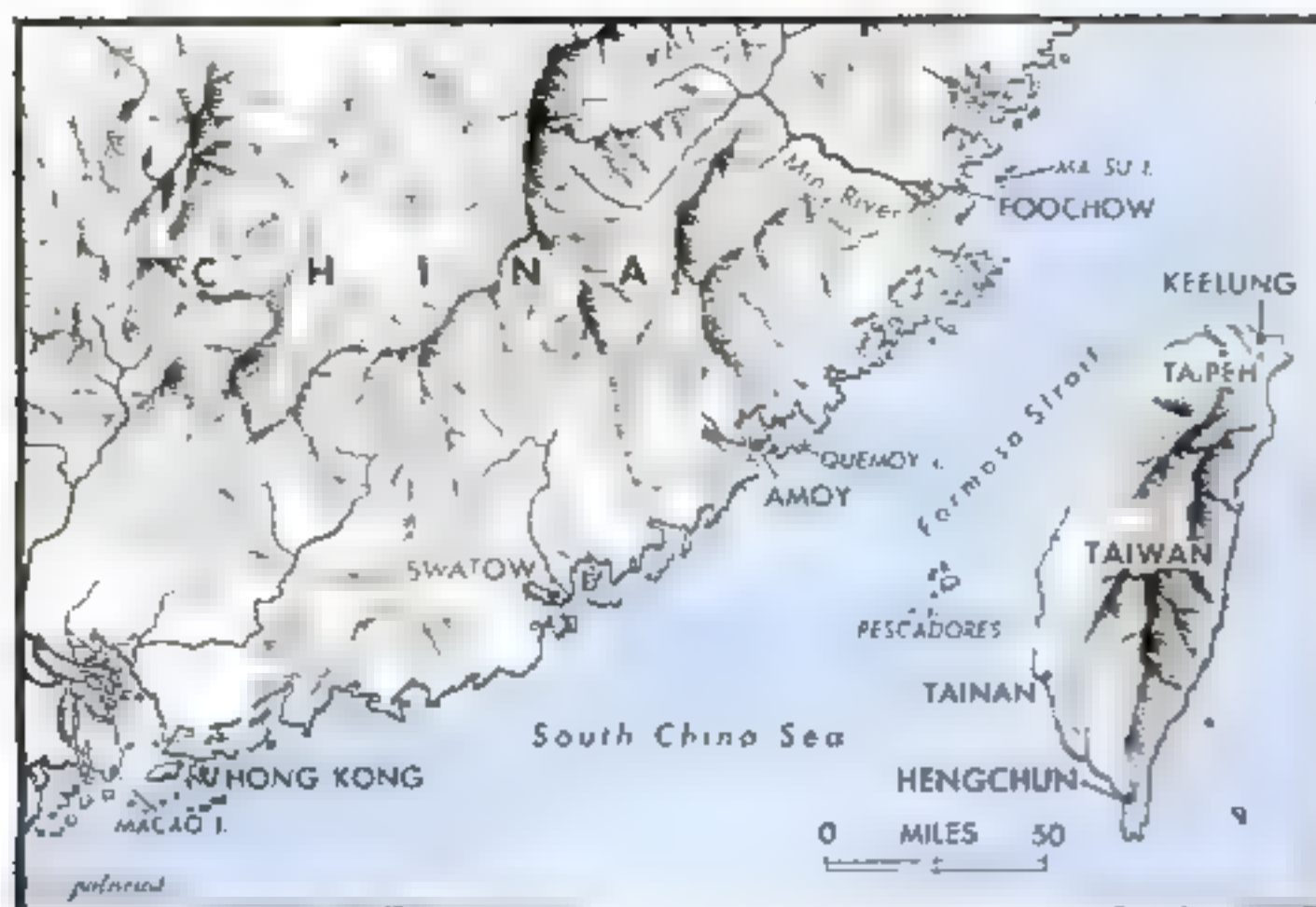


**CHIANG PRAYS** every morning beneath a statue of Christ. A devout Methodist, he often stops work to pray.



**U.S. MINISTER** Karl Rankin, symbol of U. S. friendship for Nationalists, has just been nominated as ambassador.





**NATIONALIST POSITION** is ideal for Taiwan-based raids on Red coast. Nationalists also hold key island groups of Quemoy and Matsu, near Red strongholds.

## SOME FIGHT AND SOME SIT TIGHT

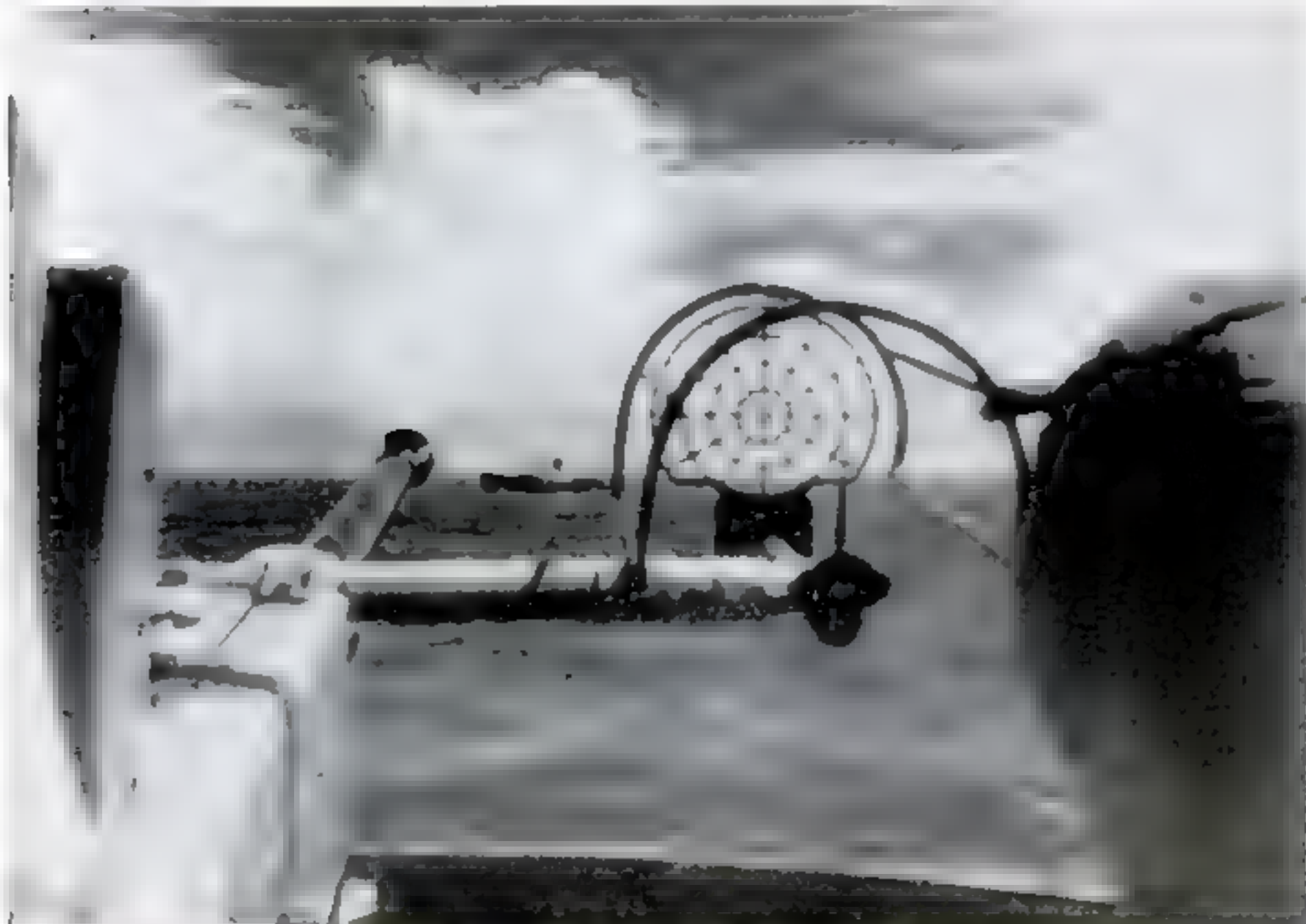
In the long preparation for the return to the mainland the bulk of the Nationalists have had to sit tight on Taiwan. There the army has learned how to capture villages and towns. A sturdy corps of 11,000 marines—"the best damn fighters on the island," in the opinion of a U.S. adviser—has carried out landing operations on the beaches. The air force is building special strips for the jet fighters it hopes to get soon from the U.S.

But two important parts of the Nationalist force have had more than training exercises. From 30 or more offshore islands (map, above) the navy and the guerrillas have been operating in earnest. The navy, which consists of gunboats, motor junks, old Japanese destroyers and several former U.S. destroyer escorts, has been trying to cut off the Communists' coastal trade. If it catches a ship loaded with war material but under foreign registry, it usually seizes the cargo, releases the ship. But it takes over any ships operated by Communists.

Even more active than the navy are the guerrillas—tough, hardened men who sail from their islands to raid the Communist-held islands and, on occasion, even the mainland. They have been averaging two such raids a month. Armed with whatever weapons they can find, they take prisoners, capture supplies and junks and gather intelligence. Though technically separate from the Nationalist armies, they have stored up knowledge and experience that will be indispensable in army and marine assaults.



ON SHORES OF WHITE DOG ISLAND NATIONALIST GUERRILLAS LOOK OUT AT



**NAVY BLOCKADE** brings foreign freighter under the guns of a former U.S. destroyer escort which

orders it to stop. It was not carrying war goods and was allowed to proceed, but all Red ships are seized.



**HEROES' WELCOME** of flowers and cheers is given to pilots just returned to Taiwan from coast





JUNKS, MOST OF WHICH THEY CAPTURED FROM COMMUNISTS, IN BACKGROUND ARE OTHER ISLANDS



**ARMY MANEUVERS** are conducted in village streets. Here patrol leader halts his men. Straw object sticking up from house is remnant of covering used by farmers to protect stacks of straw from rain.



will tour of the Philippines. As in most countries pilots are special heroes of girls and schoolchildren.



**MARINE LANDING** is simulated on Taiwan as crowd watches troops pour from LVTs. The landing

ships, bought from U.S. as scrap for \$300 each, have been put in running order by Chinese mechanics.





**WONG FAMILY** includes the father and mother (fourth and fifth from right), six sons (one absent),

one daughter, three daughters-in-law, three grandchildren (one on mother's back, second from right).

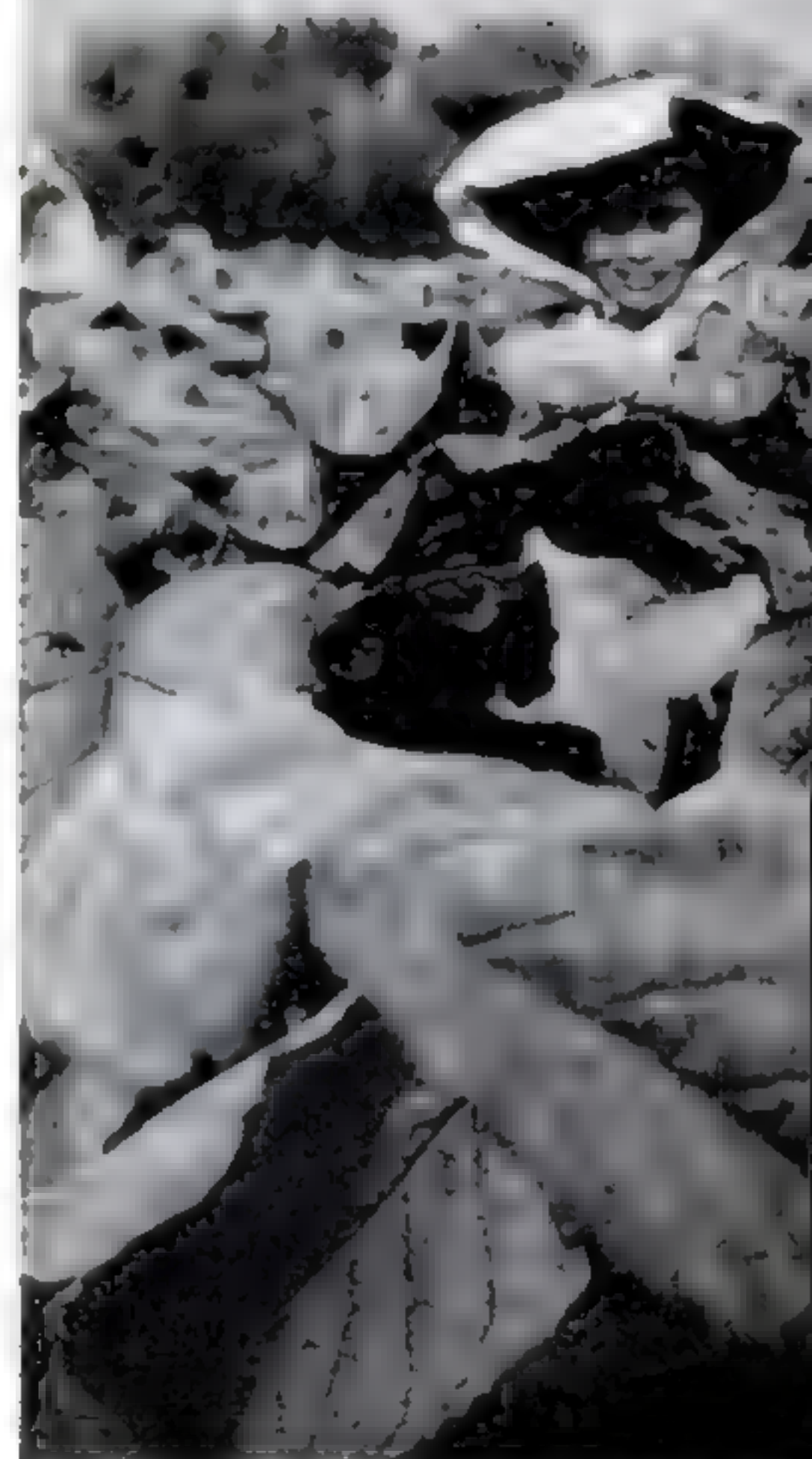
## AN IDEA IS TESTED FOR MAINLAND EXPORT

The brightest exhibit in the new Taiwan regime and the one most likely to appeal to the mainland Chinese is its farm program. Taiwan has long been a big producer of rice, tobacco and other crops, but until recently the farmers, 40% of whom are tenants, often scraped out a bare existence. Today this is all changing. Through such organizations as Mutual Security Administration and the Joint Commission on Rural Reconstruction, the U.S. has helped introduce improved farming methods and seed. As a result last year's rice crop was by far the biggest in Taiwan history.

But the greatest improvement has come from Chiang's government. Thanks to enlightened new laws, absentee landlords are now limited in their holdings, and tenant farmers may buy government-owned land on easy terms. Best of all, the legal rent has been reduced from 50% to 37.5% of a tenant's major crop.

What this has meant to the family of Wong Shen, a tenant farmer in the rich Taichung area (below), is shown on these pages. With new kinds of fertilizer and better seed Wong raises more rice and tobacco than before, and because his rent is reduced he can save money. Consequently two of his sons married girls from better families—known as 37.5% wives because they were a result of the new rent rate. His fourth son could go to high school and now has a "white shirt" job with the county. Wong himself, after 30 years as a tenant, has at last bought 2.5 acres of land and within four years expects to buy another acre as well as the land his house stands on. When Wong and his family complete the enormous leap from tenants to independent landowners, they will have accomplished something that has been beyond the reach and almost beyond the ambitions of generations of Chinese farmers.

**TAICHUNG AREA** WHERE WONGS LIVE USES EVERY INCH OF SPACE FOR NEAT ROWS OF FERTILE CROPS



**WEARING WIDE HATS TIED DOWN WITH SCARVES**



**CHEMICAL FERTILIZER** introduced by U.S. is scattered on rice seedlings by the third Wong son.





TO PROTECT THEIR FACES FROM THE SUN, TWO OF WONG'S DAUGHTERS-IN-LAW TEND TOBACCO PLANTS



NEW SEWING MACHINE came to Wong with 1st daughter-in-law Soo-yun, fourth son's wife.



YOUNGEST SON feeds ducks and geese in yard. The Wongs also own a water buffalo for field work.



"WHITE SHIRT" SON (center) got a job in county government because he had high school education. Here he brings farm newspaper home to his parents.



FARM FESTIVAL is celebrated all over Taiwan to commemorate land reforms and harvest. Oldest Wong son (right) cavorts happily with tiger-headed dancer.



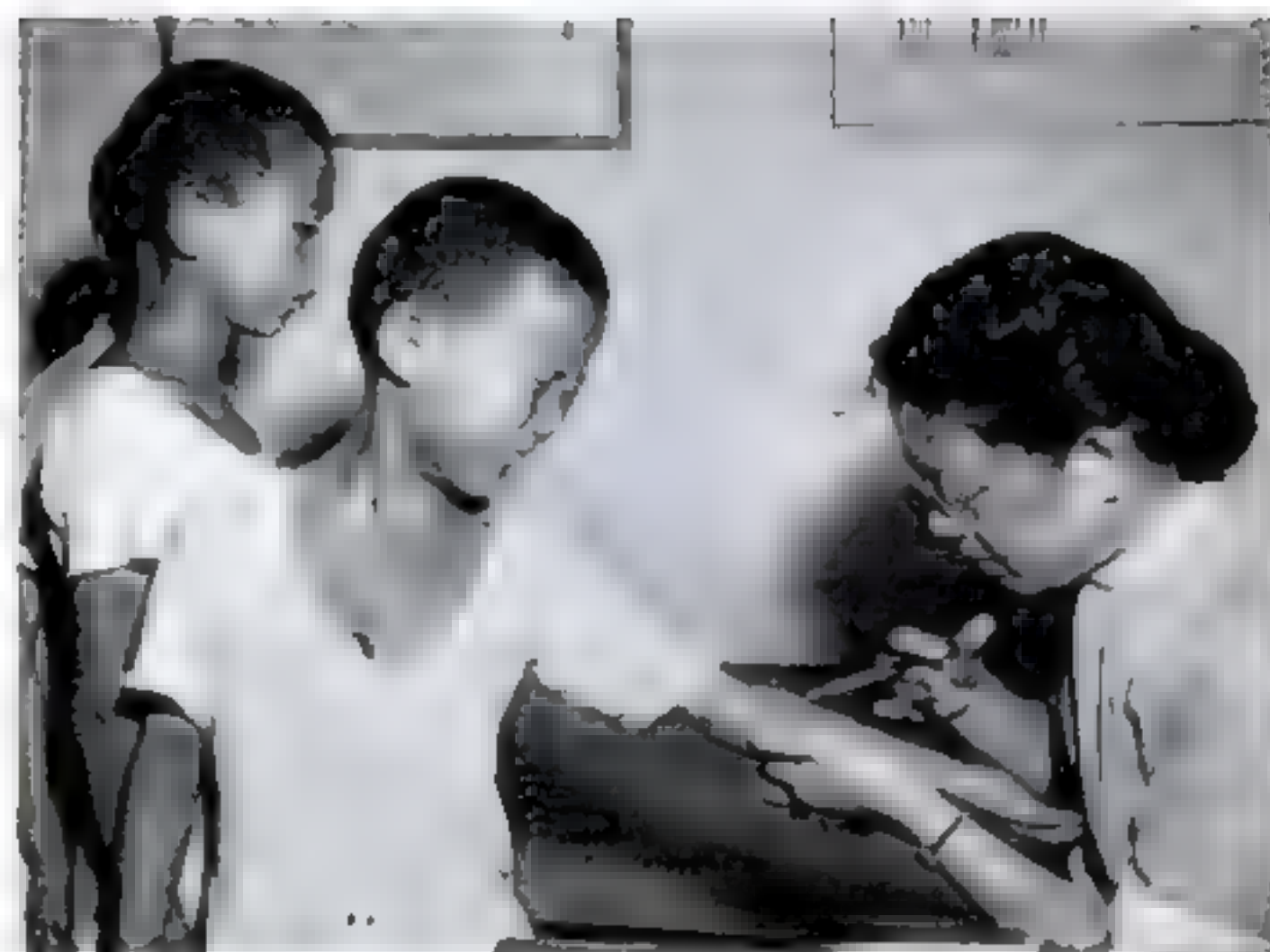


**MODEL PUPIL,** Shen Chen-kun, 9, is one of four children at Taipei school (background) to win prize for health, character, spirit, knowledge of Mandarin.



**GIRLS' BAND** from a primary school plays flutes and drums on the occasion of a village farm festival, furnishes the music for parade and street dancing.

## Taiwan CONTINUED



**PANGS OF HEALTH** are felt by boy getting test inoculation for tuberculosis, island's worst disease. In spite of pain children usually bow to nurse after shot.

## FREE CHINA BUILDS ITS FUTURE

Looking ahead to the future of China, the Nationalists on Taiwan have spent much of their energy and money to see that their children get a good start in life. Last year one fourth of the provincial government's budget went to education, and nearly a million children were getting the free schooling promised to them by the Nationalist constitution. Children from the mainland and the island are taught together so that they may grow up speaking and writing the same language, Mandarin. Just as the soldiers are given political indoctrination, the children hear regular lectures on their duty to their country and the importance of recovering the mainland. Closely associated with the schools is the government health program which teaches hygiene and checks disease.

In all this the U.S. has played an interested role, helping to repair schools and train doctors and nurses. The government is grateful for this help, but the children themselves are more interested in another kind of U.S. contribution (*opposite*), an Oriental version of Hopalong Cassidy.



**SLEEPING SONG** is sung by teacher and children as they pretend to use hands as a pillow. Song tells them that sleep will make them strong and healthy.

**CHIANG'S GRANDSONS** wearing made-in-Taiwan Hopalong Cassidy outfits conduct the Generalissimo on walk in his garden. →







# 'UNSHAKEN OUTPOST' BERLIN DESERVES HELP

Ernst Reuter, the indomitable Lord Mayor of West Berlin, will shortly arrive in this country to help the International Rescue Committee raise \$1 million for the refugees from Communist East Germany who have been pouring into his city at the rate of about 1,500 a day.

Fearing that luggage will give them away to the Communist police, most refugees arrive in West Berlin with no more than the clothes they are wearing. This is particularly hard on the small children among them, and a good part of the I.R.C.'s relief fund will be spent on milk and diapers. Adults also need minimum decencies. Last week a baker arrived from East Berlin barefoot and clad in his nightshirt: when the police had come for him in the night, he had dived through his bedroom window and started running.

Anti-Semitism is just one of the ways the Reds have been stepping up terror in East Germany. No less than 16,000 refugees are able-bodied farmers who met their last quotas only by selling seed corn and slaughtering calves and are now fleeing retribution and a prospective famine. To stop this loss of manpower, East German Reds are erecting barbed wire and making other preparations to seal off East Berlin from East Germany, or from West Berlin, or both.

West Berlin's very existence, an island of freedom deep in the slave world, is a standing affront to Soviet policy. During the blockade of 1948-49 the Russians confidently expected to starve it into submission. In showing that integrity and fearlessness could defeat Russian brute force Reuter and his West Berliners set an example for the whole free world. He was even impudent about it. "The Soviets say, 'Yank go home.' Why don't we all start saying, 'Yan, scram?'" he said. Reuter and his West Berliners are still grimly prepared for any eventuality. If cut off from the West, they have enough food and fuel for a year. Last week they were enormously bucked up by the first statement of the new U.S. High Commissioner, James Conant, who said that the U.S. "is determined to keep open the lines of communication with Berlin."

If Reuter's aid-for-refugees drive is a success, he will have won a reprieve from the ugliest of his current problems. But are these reprieves enough? Once the traffic hub of Germany and the continent's largest city, Berlin has been on relief ever

since the end of the war. All its food and raw materials must come from the West; its enormous trade deficit is a steady economic drain on West Germany. What Berliners need is to see a chance of self-support.

Such a chance has just been described in a plan prepared for the Bonn government by some American regional development consultants (headed by Richardson Wood and Co.) It envisions the virtual absorption of Berlin's trade deficit and 250,000 unemployed. Berlin still has a lot of the best manufacturing brains and labor in Europe. This could be the core of a major industrial expansion, if new capital and new markets can be found.

The Wood plan recommends a mixed public-private source of risk capital, instead of typical government loans for which industry hasn't the collateral. This is similar to a scheme already worked out by the World Bank. This risk money would be channeled into making consumer products for West Germany (to supplement the heavy-machinery exports which are Berlin's specialty now). The theory is that American mass-marketing methods—standardized product, big volume, low unit profit—have here a unique chance to prove that they will work in Europe too. Refrigerators, vacuum cleaners and a host of other products are now out of reach of the average German pocketbook, but they needn't be. The West German market (let alone the West European) can support more mass production. Berlin businessmen are smart enough, and may be desperate enough, to try this quite un-European approach.

The Wood plan also urges more and cheaper air transport. As it had to if there was to be any plan, it assumes no war and no westward blockade. On that assumption Berlin has a future, maybe a brilliant one. It would be poetic, and not at all impossible, if the West's No. 1 showcase within the Soviet world should also become an economic showcase for the undemocratic economies of Western Europe.

Berlin's economic future and Mayor Reuter's refugees are two different problems. The refugees deserve help now for reasons of human decency and political common sense. But it is good to know that in backing up our "unshaken outpost," as Conant calls it, we can have something more than a permanent poorhouse on our hands.

## THERE OUGHT TO BE A LAW OR SHOULD THERE?

As is well-known, whenever two Europeans get together a new political party is formed. But in this country every time a few citizens meet a new law is proposed. The only recorded exception to our national there-ought-to-be-a-law disease was Bruce Barton's campaign for Congress on a promise to repeal a law every week.

Many of our state legislatures are now meeting to consider the finest crop of Rube Goldberg proposals in years. Recent state bills would:

- ▶ Prevent women from wrestling (Massachusetts);
- ▶ Put a special tax on people who are fat or tall or have big feet (Connecticut);
- ▶ Make it illegal to dig a hole in the ground more than 10 feet deep "without first completely filling the well or hole from its bottom to the surface"—i.e. you have to fill it before you can dig it, don't ask us why. (Oregon); and
- ▶ Make it illegal to give a kitten to a child without the parents' consent (California).

Before going any further with such nonsense the legislators might take a look at some of the whoppers already on

their statute books. It's illegal to dance in the dark or sell candy cigarettes in North Dakota, or to cool your feet by hanging them out of a car window in Massachusetts, or to give away a cigaret in Illinois; there's a special fine for using profanity within the hearing of a sheriff in Maryland. All of which seems to vindicate the judgment of the late President A. Lawrence Lowell of Harvard in his citation of Scientist William Morton Wheeler:

"Profound student of the social life of insects, who has shown that they also can maintain complex communities without the use of reason."

On the other hand, if these legislatures have to be butting into all aspects of our lives like this, why don't they consider some laws that are really needed? For example: one before the New York State legislature right now which would make it just as illegal for motorists to creep as to speed along main highways. "Creepers" are a menace to life and limb, anti-social misfits living in the horse-and-buggy age with a hundred or so horsepower under the hood a few inches before their noses, the jerks. There ought to be a law!





## A MAYOR FALLS INTO THE CLUTCHES OF TWO HOT MIKES

His Worship A. W. Sharkleford, mayor of Lethbridge, Alberta, was engaged in a duty dear to the hearts of all public officials: introducing a beauty queen. As he began speaking to 800 Valentine's Day dancers he took hold of the handle of the public address system microphone and then, in a manner dear to the hearts of public officials, grabbed the radio station mike too. Instantly an electric current fled into His Worship's

body and froze his hands to the mikes. The stuttering mayor reeled backward while a radio announcer (*left*) and a town alderman tried desperately to free him. But the mikes held the frantic mayor captive until switches were thrown, releasing him unharmed. The accident's cause: a difference in grounding systems left a difference of 50 volts between the two mikes and when the mayor embraced both he became a reluctant conductor.





## SONS AT A PRISON

Julius and Ethel Rosenberg's lawyer brought two small visitors to see his clients at Sing Sing on Feb. 14. The visitors were their sons, Michael, 9, and Robert, 5, who walked solemnly into the prison to give their mother some valentines and have a talk with their father. Three days later the U.S. Court of Appeals temporarily postponed the spies' execution to allow another appeal to the Supreme Court.

## FLIERS AT PALACE →

To show appreciation for the helicopter rescue of 2,000 people in the Dutch floods, Queen Juliana asked the pilots to Soestdijk Palace. The airmen came in helicopters—nine American, five British, one Belgian, one Dutch. One landed at the airport, five on a football field, but 10 plunked down in the palace garden to the delight of Holland's No. 1 helicopter fan, Juliana's husband, Prince Bernhard.







## ← SOLDIERS' DEFENSE

When British flood refugees returned to tiny Canvey Island in the Thames—the "Isle of Death," where the disastrous high tides recently drowned 62 residents—they found the British army there, hard at work. At the water's edge the troops formed a human chain, heaved sandbags into a 200-foot wide hole in the island's sea wall, in an effort to mend the break before the March flood tides came.

## A SOLDIER'S SHAME

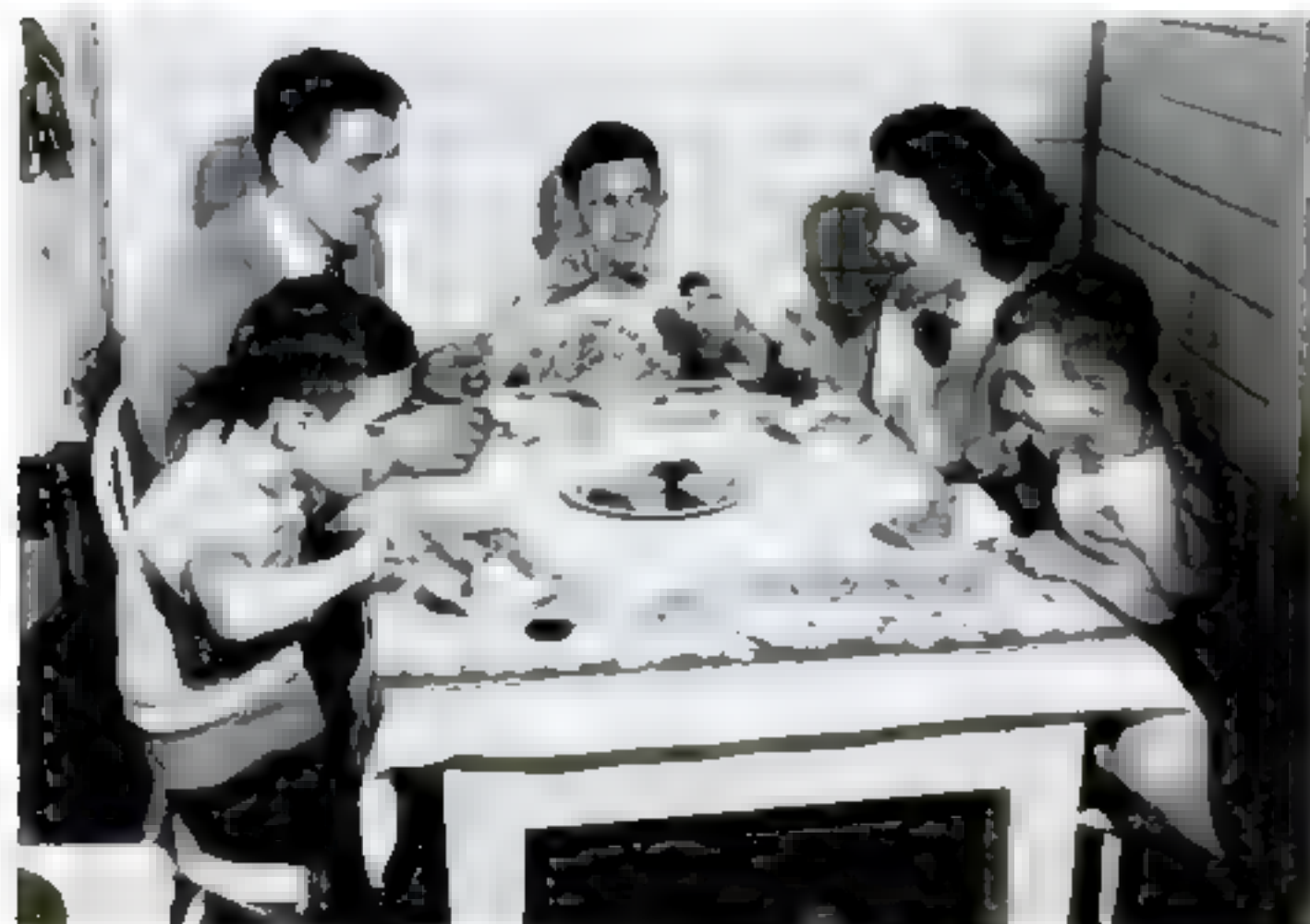
After ex-King Farouk was tossed out of Egypt, one of his protégés thought it would be wise to skip the country. He was Maj. General Hussein Sirry Amer, whom Farouk once tried to advance over General Naguib's objections. But Amer's escape failed. Tried and convicted of desertion, inciting to revolt and trafficking in arms, his stars were snipped from his uniform and he began a life in prison at hard labor.







CHARLES JR., 9, STEPHEN, 7 AND KENNETH, 6, STAND WITH CARTONS OF ICE CREAM, STACKS OF CONES AND COOKIES REPRESENTING YEAR'S CONSUMPTION



WINSTON FAMILY sits at kitchen table lapping up the final free delivery of ice cream. Boys gained little weight in their year's orgy and lost no appetite.

## PARADISE EATEN UP

Boys come to end of a year of free ice cream

A year of wallowing in a gooey paradise has come to an end for Charles, Stephen and Kenneth Winston of Richmond, Va. In February 1952, when their father helped nab a robber who had burglarized several ice cream chain stores, the grateful company promised the brothers all the free ice cream they could eat for a year. Two thirds of the way along (LIFE, Sept. 29), they had already devoured \$110 worth, almost three times what the robber stole. As a final fling, the firm staged a party for the Winstons and 25 small friends and figured out their total consumption—3,594 ice cream cones plus 26 gallons of home-delivered ice cream plus a stack of cookies worth \$295.38. Most voracious of the Winstons was C.G. Jr., who often tossed off 10 cones in a row—all double-dips. The non-free-loading future holds no worries for Stephen: "I've got my 9¢ a day allowance," he explains, "and I'll buy my ice cream out of that."



# Betty Crocker Pie Crust Mix

# 1/2 PRICE SPECIAL!

COUPON ON SPECIAL PACKAGE PAYS 1/2 COST OF NEXT PACKAGE



Betty Crocker

**Now try my sure way  
to perfect pie crust!**

Buy this special package at regular price to get the coupon worth 1/2 the price of your next package!

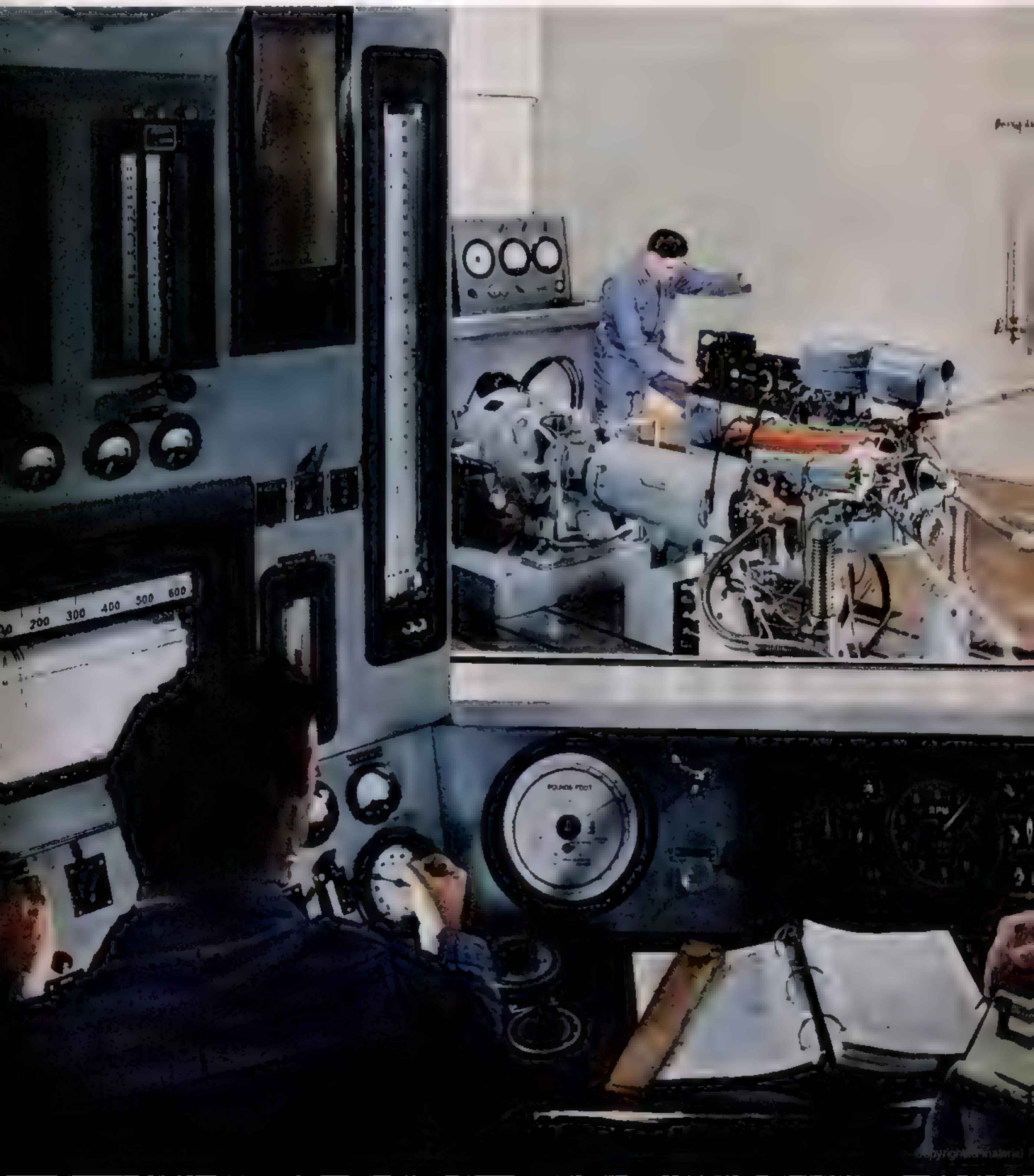
You'll be glad you did. Because here's Betty Crocker's own recipe for perfect pie crust . . . flaky, short, tender . . . made up and ready. 4 little minutes to the pie pan! Now's the time. Try it!

Offer Void in State of Washington





# This engine kills itself off





# to make yours live longer



At first glance, this looks like the pilot's cockpit of a "spaceship"—about to launch itself on a trip to Mars.

Closer inspection shows it to be the instrument panel of our engine durability test room at the new General Motors Technical Center in Detroit.

And in many ways it's as exciting as a "spaceship." At least to our engineers.

For they have been spending years of study to determine just what elements of design, just what materials and combinations of material make an engine wear longer.

And with this new equipment—for the most part, of their own design—they are able to extend their knowledge even further.

Notice the engine beyond the glass panel. That engine is being forced through the whole life span of an engine in normal use—years and years

of car mileage. And all in a matter of days.

And while this "guinea pig" engine works itself to death—those instruments are writing its detailed scientific biography.

By studying this "biography" and hundreds of others, our engineers are able to improve the wearing qualities of a motorcar engine. And add more lasting value to your GM car.

• • •

*Here, then, is a typical example of the way GM engineers make use of every available material, every practical method—even develop new materials and new methods—to build better, more economical products for you. In fact, it is this continuous engineering ingenuity and resourcefulness which make the key to a General Motors car—your key to greater value.*



*"Your Key to Greater Value—the Key To A General Motors Car"*

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All With Body by Fisher  
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*"More and Better Things For More People"*

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# Now's the time for

Can you think of a more appropriate dish for moments like these than a delicious, festive Jell-O gelatin dessert? We ask you.



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# LIFE ON THE NEWSFRONTS OF THE WORLD

## An Iranian village is demolished, Eisenhower denounces enslavement and Alsatians get amnesty

The ancient Iranian village of Turut was literally shaken to pieces by an earthquake which left over 1,000 of the 1,400 inhabitants dead. Most of the casualties, like the man below, were trapped in the crumbling ruins of their unbaked clay-brick houses. Those who managed to flee were trapped in the streets which, being only two yards wide, gave them no room to escape from the collapsing walls.



VICTIM OF QUAKE LIES UNDER DEBRIS

For 10 days the harassed housewives of Avenue del Brasil in Tijuana, Mexico had a new—in fact, a perfect—excuse for why dinner was ruined. Somebody had messed around with the gas company's service lines, and every time the cooking gas was turned on, water came shooting out of the stove.

### On the tariff front

To give America's friends "a fair crack at the American market" and promote freer trade, Henry Ford II called for the earliest possible elimination of all tariffs, those on foreign automobiles included. His own company, he declared, would be pleased to meet foreign competition in the market place rather than in the halls of the tariff commission. Acting for the first time on a tariff matter, President Eisenhower rejected for the time being a tariff commission recommendation and decided not to raise the duties on briar pipes. The whole U.S. briar pipe industry employs only about 1,600 people, but the President's action was considered important, a possible key to the new Administration's attitude toward foreign trade.

New York Athletic Commissioner Robert K. Christenberry startled boxers, sports fans and especially the bookies last December when, half an hour after Joey Giardello was declared the winner over Billy Graham, he overruled one of his own ringside judges and gave the decision to Graham. Last week a state supreme court justice overruled Christenberry and once more raised the hand of Middleweight Giardello in victory.

*In what almost certainly was the first effort of a law-making body in the U.S. to legislate the English language, Georgia's House of Representatives decided that henceforth the legalistic conjunction "and/or" should become simply "and/or."*

### The President and secret treaties

Placing the blame on Soviet Russia for perversion of World War II's secret Allied agreements, President Eisenhower asked Congress to join him in a resolution making it clear that "the people of the U.S., true to their tradition and heritage of freedom, are never acquiescent in [the] enslavement of any peoples." Neither in his message nor in his draft of the resolution did Mr. Eisenhower ask for repudiation of the Yalta and Potsdam agreements.

Earlier, in the first press conference of his Administration, the President had told newsmen that by secret agreements he meant only those international agreements which never had been presented to the Senate for ratification. He also denied that he plans a blockade of Communist China. Reporters suffered briefly from a case of injured ego when without waiting for the customary, "Thank you, Mr. President," Eisenhower announced the press conference was over and walked out. But most agreed the President had covered a lot of ground and passed with high marks.

Canadian taxpayers got the news that American taxpayers have been waiting for. On July 1 income taxes in Canada will be cut 11%.

### The troubles of Joe Adonis

The clobbering of Joe Adonis reached almost overwhelming proportions. Already in a New Jersey prison for operating dice games, the former gambling tycoon and underworld bigwig, in rapid succession, was last week 1) convicted of contempt of Congress during the Senate investigation of crime, 2) indicted for perjury by a grand jury investigating waterfront racketeering and 3) served with a warrant ordering his deportation when he gets all through serving time for 1) and 2).

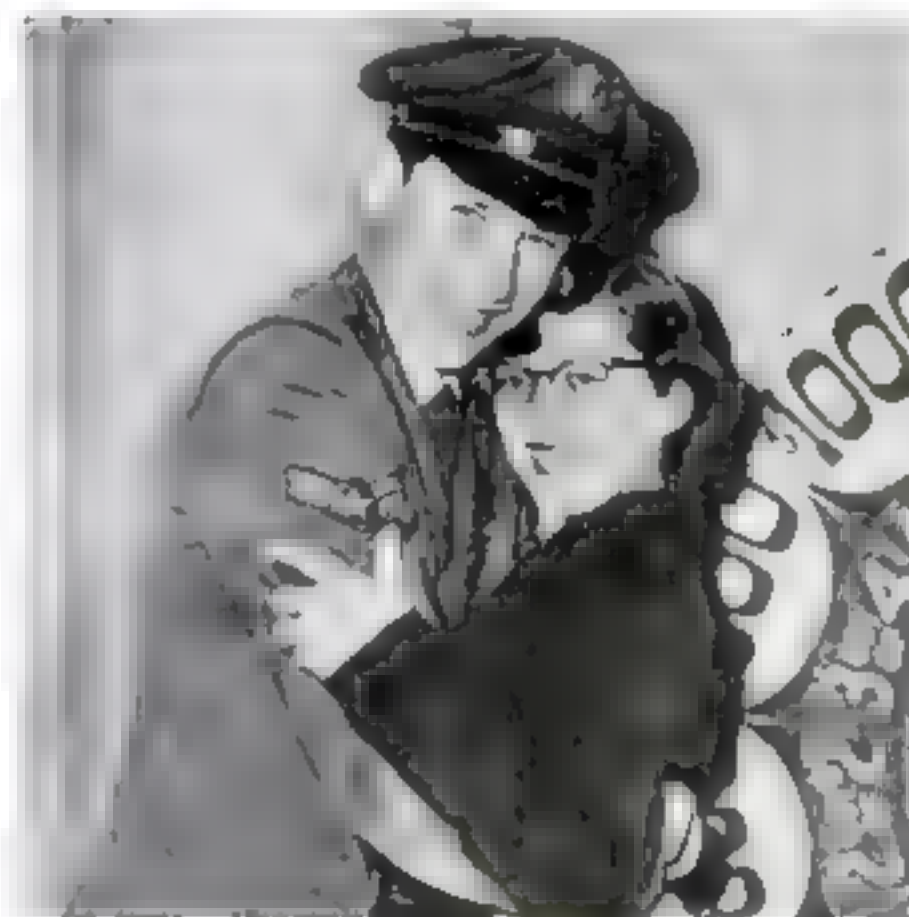
### St. Louis Cardinals get new owner

With \$3,750,000 and a pledge not to move his new property out of the city, August Busch took over control of the St. Louis Cardinals baseball club. Seller Fred Saigh prepared to leave town for 15 months because of his conviction as an income tax evader (LIFE, Feb. 9). With his new club Busch, Anheuser-Busch brewery scion, took on another Cardinal obligation: a contract to broadcast the Cardinal games for rival Griesedieck Brothers brewery.



AUGUST A. BUSCH

By passing a special law to grant amnesty to all Alsatians who in World War II had been impressed by Hitler into the German forces, the National Assembly of France in effect pardoned 13 men from Alsace who were convicted by a military tribunal of participating in the massacre of Oradour-sur-Glane (LIFE, Feb. 23).



HERO OF BRITISH FLOOD COMES HOME

### Queen honors American airman

U.S. Airman 2/c Reis Leming who captured the attention of Queen Elizabeth II by saving 27 people from death in England's floods (LIFE, Feb. 16), last week became the first foreigner in peacetime to receive the George Medal, Britain's second highest nonmilitary award for valor. Back in the U.S., Airman Leming was further rewarded by an affectionate greeting from his fiancée, Mary Ann Ramsey (above), and a chance to appear on a television program where he wound up winning a \$4,300 jackpot.

To bolster their claim to Deception Island, near the South Pole, British raiders dismantled an Argentine base, expelled its two occupants.

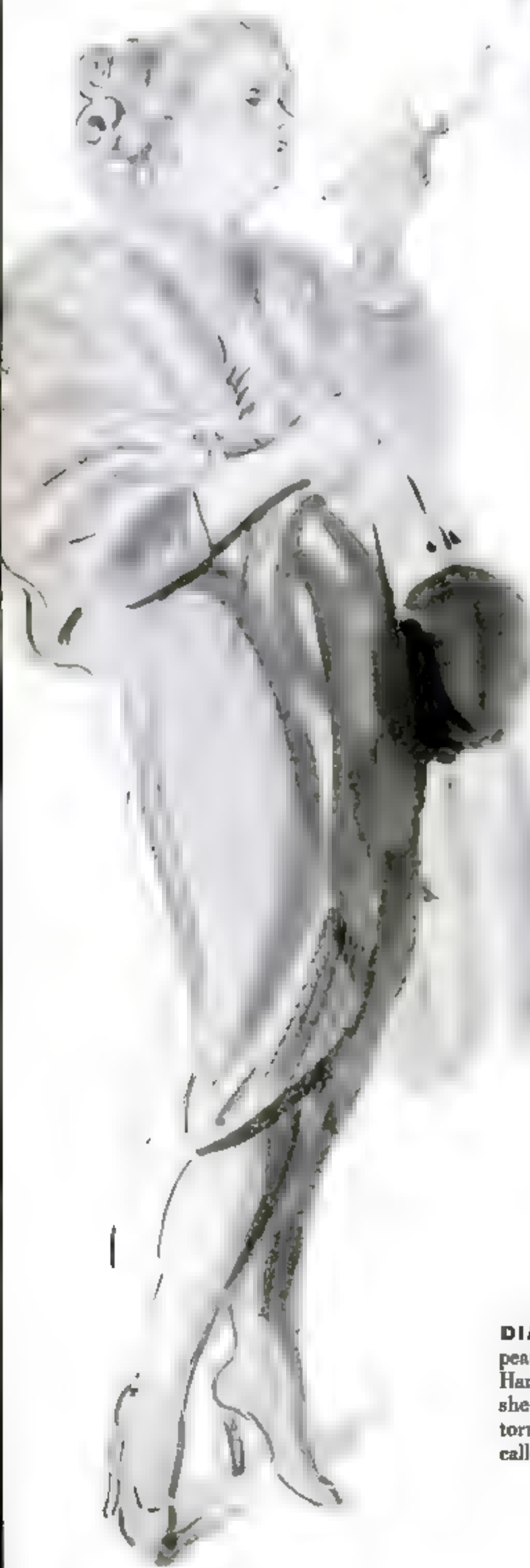
### Reds try to close a gap

To seal the hole in the Iron Curtain through which refugees have been fleeing the Soviet Zone of Germany at the rate of over 1,000 a day (LIFE, Feb. 16), the Communists have begun to create a no man's land around West Berlin. The great Friedrichstrasse Station, where subway, elevated and railway lines meet, is expected by March 1 to become a "port of entry" where thousands of daily travelers between the West and East will be herded through customs and screened. In the face of this, Dr. James Bryant Conant, new U.S. High Commissioner to Germany, made clear America's intentions in a major policy statement. The U.S., he said, will not abandon Berlin to the Russians and will fully maintain American rights to the city—rights which, he pointed out, were the result of Allied victory over Germany and not the result of sufferance granted by the Russians.

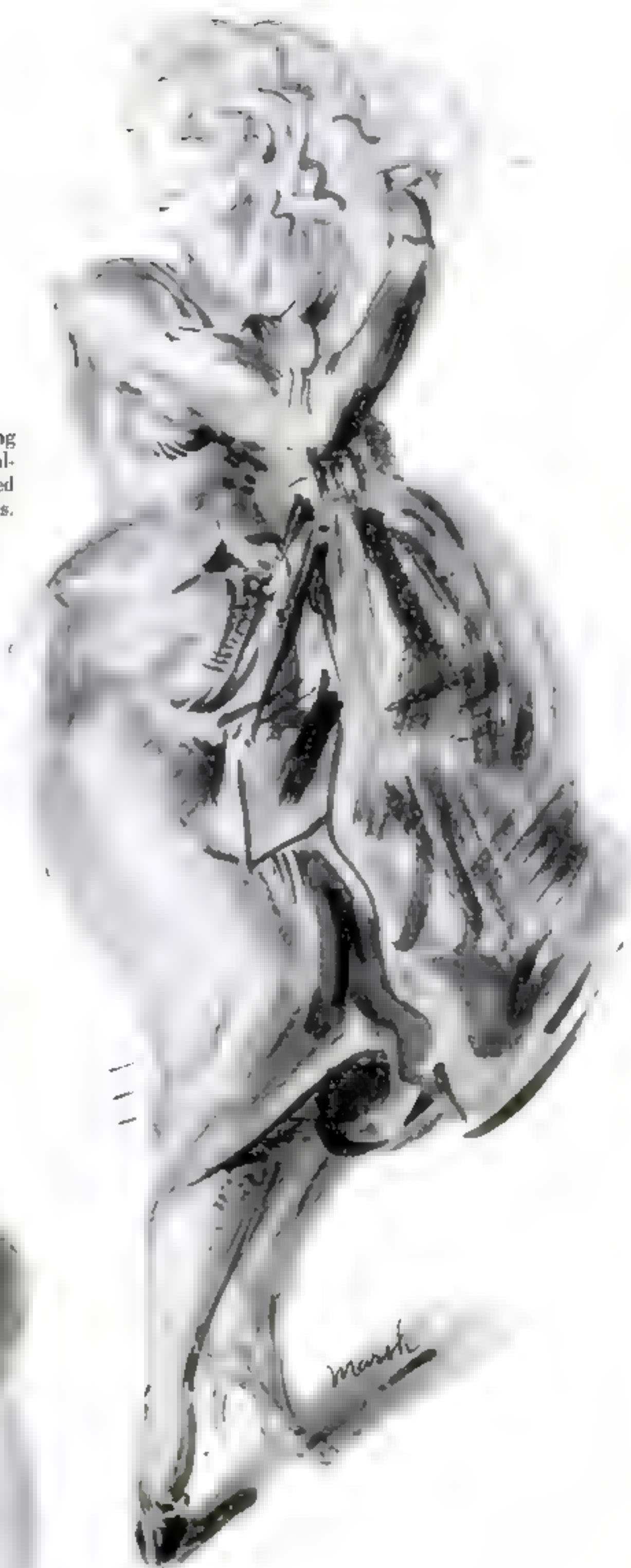




**MICKEY JELKE**, stammering cause of it all, found himself almost forgotten in the perfumed and heavily atmosphere of V-girls.



**DIANE HARRIS**, "golden girl" of European cafe society, also known as Lady Diana Harrington, was in rigid police custody as she made frequent visits to the district attorney's office in the courthouse. She may be called as rebuttal witness for the prosecution.



**BARBARA HARMON**, mother and divorcee, spent spare time at court combing her silky blond hair and brushing off the press. Here Marsh shows her as she raised a threatening arm against avid photographers and rasped, "Get away from me, you lousy bums."



**PAT THOMPSON**, most ladylike of the V-girls, studied briefly at the University of Oregon, is now married to ex-convict Richard Short. He provided the trial's most sordid testimony when he testified cheerfully that he had been procurer for his wife, among others.



# MODELS FOR REGINALD MARSH

He finds girl witnesses at Jelke trial just what the artist ordered

For most Americans the Mickey Jelke vice trial was a rare opportunity to peep into the doings of the sinful set. For Artist Reginald Marsh it was an opportunity to do the job he does best. One of the most distinguished of contemporary U.S. painters, Marsh has spent more than 30 years gustily painting the sleazy side of life. His many portraits of fallen ladies, Bowery bums and bedraggled burlesque queens, depicted with a unique blend of tough realism and sympathetic understanding, have found their way into the sedate halls of the most respectable American museums.

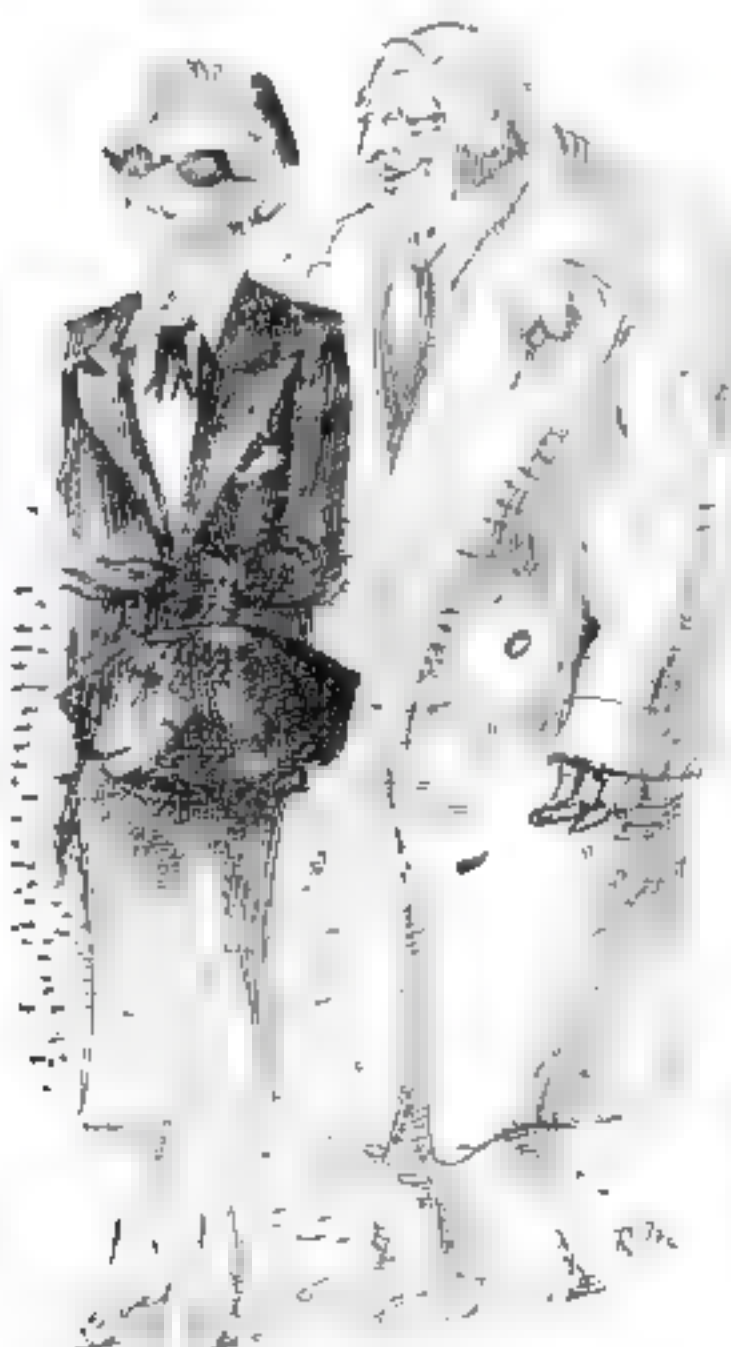
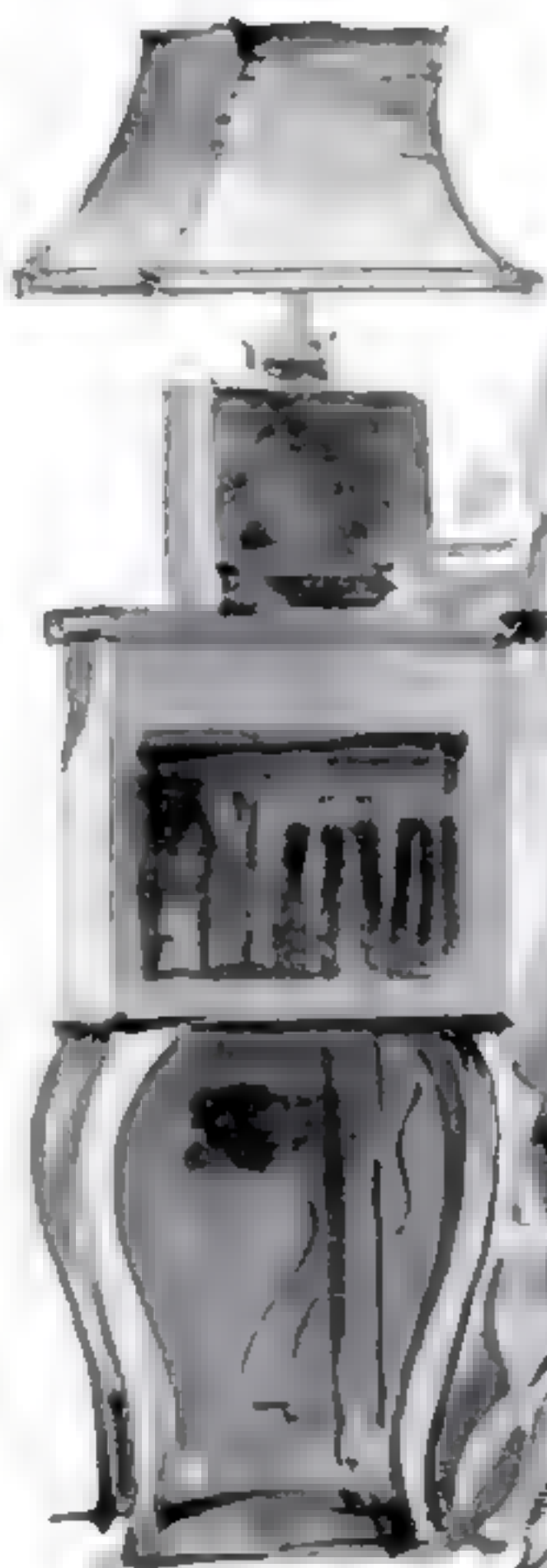
Last week, as another of his one-man shows opened at the Rehn Galleries in uptown Manhattan, Reginald Marsh journeyed downtown

to the Criminal Courts Building. Having first sketched the Jelke trial judge, lawyers and courtroom (LIFE, Feb. 23), Marsh turned to the major attraction—the V (for vice) girls.

One after another the prostitutes wriggled seductively to the stand to testify that Jelke arranged their dates, then cut in on the take to earn pocket money while waiting for his \$3 million inheritance. As they paraded in and out of the courtroom, most of them unembarrassed by their sudden public exposure, Reginald Marsh watched observantly. Then, with sensitive pen and brush, he set down a series of portraits of the most raffish and expensively dressed collection of trollops that the big city had ever gotten a chance to see.

**MARGUERITE CORDOVA**, a red-haired hat-check girl, turned up wearing chic gray suit and sunglasses. She told the jury that Jelke gave her an unprofitable list of clients.

**ERICA STEEL**, alleged madam for Jelke girls, had a mousy look when she appeared (left) with her attorney, Noah Braunstein, at women's court on another charge. The exclusive Marsh drawing at the right shows Erica at ease in hotel room after court appearance.







BEEF-EATERS MOB WALTHAM, MASS. SUPERMARKET WHICH PUT 800,000 POUNDS OF NEW ZEALAND STEER ON BLOCK, SOLD 265,000 POUNDS IN THREE DAYS

**STEAK** 39¢  
**T-BONE**  
**SIRLOIN**  
**CLUB - ROUND** lb

Like packs of great Danes paroled from a vegetable diet, U.S. housewives and husbands stormed at meat counters and staggered off with 15 pounds of steak and complete quarters of steer. The lure—such ads as the one shown at the left. The meat—60 million pounds of it, arrived last summer from New Zealand after a three-way British Commonwealth deal. Canada, her beef embargoed from the U.S. by

hoof and mouth disease regulations, shipped to England instead. New Zealand, which usually sends to England, shipped to the U.S. Technical OPS regulations staved off retailing the bulk of the beef until recent scrapping of controls. Even though the New Zealand shipment equaled only two days' U.S. production, U.S. stockmen screamed like stuck steers, sought legislation to prevent its ever happening again.





people with get-up-and-go



like the Convair's get-up-and-go!



PEOPLE ON THE GO — for business or fun — like to fly the Convair. They call it the plane with built-in get-up-and-go! Even the folks who wave good-bye thrill at the Convair's nimble takeoff! Convair's hand-baggage racks and self-contained stairway speed departure and arrival time as much as 30 minutes. Ask your favorite airline or travel agent to make *your* next flight a Convair...the world's most popular passenger plane.

MORE AIRLINES HAVE CHOSEN THE CONVAIR THAN ANY OTHER MODERN PASSENGER PLANE.

<b>Now Flying</b>	Pan American
Aero O/Y (Finland)	Sabena-Belgian
Aerolineas Argentinas	Swissair (Switzerland)
American Braniff	Trans-Australia
Canadian Pacific	United
Chicago & Southern	Western
Continental	<b>Soon to Fly</b>
Delta	Aeromexico de Mexico
Ethiopian	AVENSA (Venezuela)
Garuda Indonesian	C.M.A. (Mexico)
Hawaiian	Cruzeiro do Sul (Brazil)
K.L.M. Royal Dutch	J.A.T. (Yugoslavia)
Northeast	National
Orient	Philippine
	Pioneer



As a transport-trainer for the U. S. Air Force, the Convair is setting new records for versatility and performance...

# CONVAIR

SAN DIEGO & POMONA, CALIFORNIA - FORT WORTH & DALLAS-FORT WORTH, TEXAS

...another evidence of Convair's **ENGINEERING TO THE Nth POWER**



At your jeweler's now 'til April 5th...

# ELGIN'S SPRING



BRACELETTE A—\$44.75  
\$49.75 after April 5

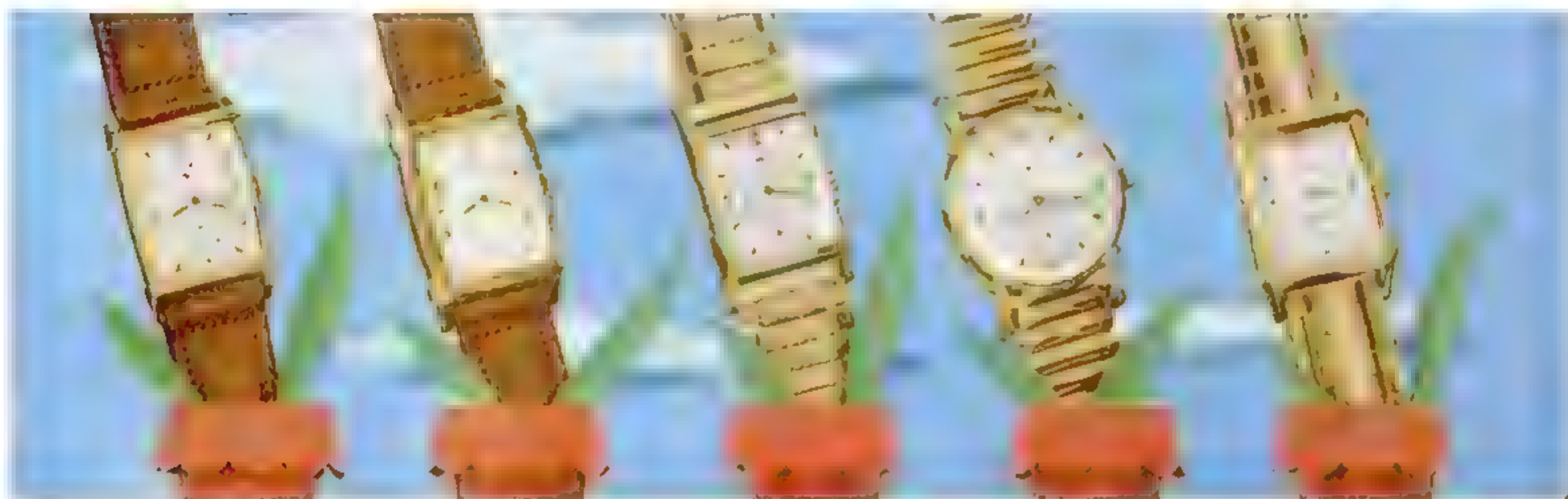
BRACELETTE B—\$50.00  
\$55.00 after April 5

BRACELETTE C—\$52.50  
\$57.50 after April 5

BRACELETTE D—\$52.50  
\$57.50 after April 5

**First time ever—new Elgin shock-resistant bracelet watches  
at special introductory prices 'til April 5th!**

World's only shock-resistant bracelet watches with the heart that never breaks.



HUNTER—\$42.50  
\$47.50 after April 5

CLIPPER\*—\$47.50  
\$52.50 after April 5

CARLSBAD—\$52.50  
\$57.50 after April 5

LAKESIDE\*—\$54.50  
\$59.50 after April 5

EDGEWATER\*—\$57.50  
\$62.50 after April 5

**World's only shock-resistant watches with unbreakable DuraPower Mainspring  
at special introductory prices 'til April 5th!**

\*Dust and water-resistant models with unbreakable crystals.



Only Elgin has the heart that never breaks,  
the guaranteed DuraPower Mainspring.



Give an **ELGIN** watch,



# TIME SAVINGS

**\$33<sup>75</sup>**

**plus exciting new watches as low as**

THE BEST BUYS you ever made in a watch are waiting for you now at your jeweler's.

They're ELGIN'S SPRING TIME SAVINGS—dramatic proof that a famous Elgin Watch you can give or own with pride, need *not* cost a lot of money. They are beautiful, beautiful Elgins, richly cased and superbly accurate.

They're Elgins with the heart that never breaks, the *guaranteed* DuraPower Mainspring. Because this mainspring never loses its

power, it keeps an Elgin dependably accurate for years and years.

They are all genuine 17-jewel ELGIN movements, checked for accuracy by Elgin's own Observatory time. Watches with a distinguished heritage, each is the product of craftsmanship that has made over 50 million fine watches, including Lord and Lady Elgins.

Someone dear has a birthday, anniversary or graduation soon. So hurry down to your jeweler's and shop during ELGIN'S SPRING TIME SAVINGS. Elgin National Watch Company, Elgin, Illinois.



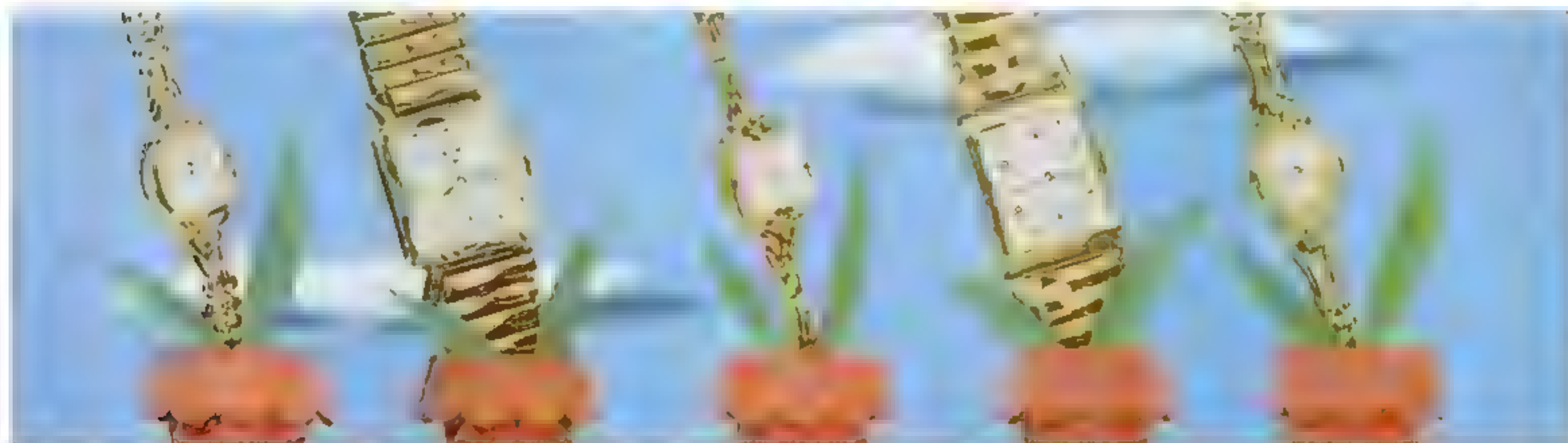
**THORNDALE**—Superb 17-jewel timepiece gleams with all the rich good looks so distinctive with Elgin. \$33.75

**APTON**—So dainty...so lovely...so perfectly charming for your lovely lady—for only \$33.75

**CRANSTON**—Full-figured face emphasizes smart design for the man who wants up-to-the-minute styling. \$37.50

**CLARITA**—This beautiful Elgin ends up with swirls of graceful beauty that you know she'll love. \$37.50

**COBURN**—Handsome watch and expansion band that tells your man instantly of its shining good taste. \$39.75



**JOY**—This Elgin's beauty of face finds its mate perfectly in dainty case, expansion bracelet. \$39.75

**STOCKTON**—You'll strike his fancy instantly with this manly looking Elgin. Matching expansion band. \$45.00

**DARLINGTON**—Four perfect petals shape this lovely Elgin as gracefully as your giving it will hold her heart. \$45.00

**HOBART**—Smart styling he'll like, from the clean-cut case and handsome face and expansion band. \$47.50

**DARIA**—Loveliness abounds in the daintily marked face of this Elgin. Exquisite expansion bracelet. \$47.50

All prices include Federal Tax and are subject to change without notice.

the beautiful way to tell time



A wonderful catch for you!

**FISH FILLETS** fixed with



#### FISH FILLETS—Hunt Style

Your family's going to say: "Mmmm! These are good!" And, mother, they're so easy to prepare!

Hunt's Tomato Sauce puts the extra taste-tingle into these fillets. Because Hunt's is *real* tomato sauce. Not a soup. Not a catsup. Hunt's makes your fine cooking still more flavorful. Take...

1½ lbs. seasoned fish fillets

Place in shallow, greased baking pan. Then mix together...

4 tbsp. melted margarine or butter  
2 tbsp. chopped onion 1 tsp. salt  
¼ cup water Dash of sage ½ tsp. pepper  
1 bay leaf 1 can HUNT'S TOMATO SAUCE

Pour sauce mixture over fish. Bake, basting occasionally, in moderate oven (350°) 35-40 minutes, or until fish is tender. Serves 4 delighted people.

Velvety-smooth Hunt's Tomato Sauce makes all the difference in the world to this recipe. Hunt's is *all* rich tomato sauce made especially for cooking. It's kettle-simmered with fine spices and seasonings. No starchy thickeners added.

Let economical Hunt's perk up your recipes for meat loaf, spaghetti, roasts, casseroles, stews, soups, and gravies. It costs only a few cents a can. Have several cans on hand all the time!

Hunt Foods, Inc., Fullerton, Calif.

**Hunt-**  
**for the best**

For breakfast  
or dessert—



Hunt's  
Heavenly Peaches





**CHECKING THE GOLD**, two handlers put bars on the scale, watched closely by Treasury men. Numbers on bricks show weight.

Counting—on the left, chairman, general accounting, and man. Treasury weighs. Numbers on bricks show weight.

## THE U.S. COUNTS ITS GOLD BRICKS

Glittering hoard of 23,000 tons is checked to make sure that it is all present and accounted for

With almost ritualistic expressions, a half dozen men in the U.S. Assay Office in New York (above) began the first extensive count of the government's gold in history. In four other cities and at the Fort Knox depository, which has about half the total pile, other groups of men were starting similar counts. Although the republic has more gold than Midas ever dreamed of, 23,000 tons worth \$23 billion—enough

to fill five six room houses full—the swag has never been so fully checked before. The job is being done now as part of an orderly changeover in administration. Each gold bar is worth \$14,000, weighs about 28 pounds and used to provide a grave occupational hazard. Workmen suffered broken toes from dropping bars until steel toeguards (on the foot of worker in foreground) were introduced for gold handlers.





**Wonderful News  
for Busy Mothers...**

# Delicious Hot Wheat Cereal COOKS IN JUST 10 SECONDS!

Precooked for you... all you do is stir into boiling water or milk. In 10 seconds it's ready to enjoy.

Now you can have the satisfaction that comes from knowing you are doing what's best for your family without the work and time it takes to cook most hot cereals.

Now, with just 10 seconds' cooking, you can give your family the kind of warm-up, build-up breakfast cereal you know is right for them.

This wonderful fast-to-fix hot cereal Instant Ralston is natural whole wheat with extra natural wheat germ added to make it double-rich in the vital "spark of life" found in every grain of wheat. Steady nerves... mental alertness...

good appetite and digestion depend on getting a daily supply of the kind of protective vitamins Nature puts into wheat germ. And think how easy it will be now for you to give your family that daily "ounce of

protection"—just by taking 10 seconds each morning to cook Instant Ralston, the hot whole wheat cereal that comes precooked!

You'll love the rich toasted-wheat flavor of Instant Ralston. You'll love the way it helps you to enjoy life more. And best of all, you'll love its 10-second cooking. Try it and see... get a package today!



I can see why busy young mothers like the Instant Ralston—but, for years, I've been giving my family good 5-minute Regular Ralston and they love it. It's as fast as most quick-cooking cereals and it's still my favorite!

Ralston Purina Company, St. Louis, Mo.



THE CABINET: THIRD OF A SERIES



**IN DEPARTMENT MUSEUM** Secretary McKay is surrounded by exhibits from his empire: model of Hoover Dam (left, foreground); California irrigation

project map; two elk heads; Indian totem pole, model of Pacific outrigger canoe (suspended from ceiling), and two kinds of seals, fur-bearing and departmental.

SECRETARY OF THE INTERIOR

## DOUGLAS McKAY

### A LITTLE-KNOWN WESTERNER BECOMES THE NATION'S BIGGEST LANDLORD

Like any landlord Douglas McKay has problems. And his share is considerably more impressive than most, for as new Secretary of the Interior the former governor of Oregon is the President's real estate manager for 272 million U.S. acres—federal grazing lands, woods, deserts and parks. All told, this is 16% of the total land in the U.S. and there is hardly an area or function of the department not involved in critical controversy. Currently water, power and offshore oil reserves are the most critical.

Little known outside Oregon before he was tapped to be the department's 35th Secretary, McKay came to his massive new assignment with a native knowledge of the West, where much of Interior's interests lie,

and an inbred resistance to waste. McKay's grandfather was a Scot who in 1841, eight years before the Department of the Interior was established, made the long overland trek to the Oregon territory. Douglas McKay was born in Salem in 1893, went to agricultural college, was wounded in the Argonne campaign in World War I. He became head of a large Chevrolet-Cadillac agency, was elected mayor of Salem and state senator. In 1948 he was elected governor, an office in which he proved a top-notch administrator and compromiser if not an innovator. McKay feels about most governmental matters much as he does about power: "Private enterprise and public ownership can work hand in hand. I want each to get a fair break."



ANOTHER IN THE SERIES OF FAMOUS MILLIKEN MAGIC FABRICS



Like all-wool?

You'll like  
washable  
**LORETTE**  
even better!



It's the unduplicated  
LORETTE the Orlon-wool with  
all-wool's fine qualities amplified, plus  
astounding talents of its own! The  
Milliken only technique creates a  
fabric that washes perfectly, coming  
out even lovelier each time . . . keeps  
pleats and shape . . . rarely needs  
pressing even after washing. See  
easy upkeep fashions of LORETTE in  
sportswear, separates, dresses, suits,  
robes and children's clothes  
especially in spring weight  
Coronal on White and Practical Pastels  
now at better stores.

55% ORLON®—45% Wool

**LORETTE®**  
by *Milliken*

\*DuPont's acrylic fiber

Look for the hang-tag to  
be sure it's LORETTE

DEERING, MILLIKEN & CO., INC., 1407 BROADWAY, NEW YORK 18, N. Y.

DOUGLAS McKAY CONTINUED



McKAY'S MEN include, left to right, Undersecretary R. A. Tudor; Orme Lewis, and F. G. Aandahl, assistant secretaries, and C. A. Davis, solicitor.

## PRODUCER AND PROTECTOR

The department which McKay heads has been known unofficially by many names. Because Agriculture, Labor and Commerce started under it and grew into full departments, it has been called "the mother of departments." Some of the 400,000 Indians, living on more than 200 reservations under its direction, regard it as "the great white father." Set up originally to serve the domestic and "interior" needs of the expanding nation, the department today might as easily be called the Department of Exterior for it supervises welfare and promotes public works in Alaska, Hawaii, Puerto Rico, the Virgin Islands, Guam, American Samoa, and the Marshall, Caroline and Mariana Islands.

The department's 56,300 employees oversee the nation's mineral resources, build dams and irrigation ditches, market more than twice as much electricity as the biggest private hydroelectric producer, protect the Pribilof Island seal colonies and watch over the billion-dollar fishing industry of inland, coastal and Alaskan waters. At one time or another the department has been bitterly involved with lumbermen over federal timber rights, and with cattle raisers over grazing rights. Its sorriest period came in the Teapot Dome scandal of the 1920s, when the department's Secretary was sent to prison for taking a bribe. The department spends about \$600 million a year and, unlike some departments, earns back about \$200 million for services performed.



KEY VISIT is made to New York's Representative John Taber, chairman of the all-powerful House Appropriations Committee (left), to discuss budget.

CONTINUED ON PAGE 48



85% of the dirt in your home  
is right here in your rugs!



# Suction alone can't get rug-dirt out\*

*It takes 2 other cleaning actions plus suction to keep your rugs fresh and bright . . . free of germs . . . free of moths . . . and to protect rug life. You get all three in the Triple-Action Hoover.*

## SEE THE HOOVER DIFFERENCE

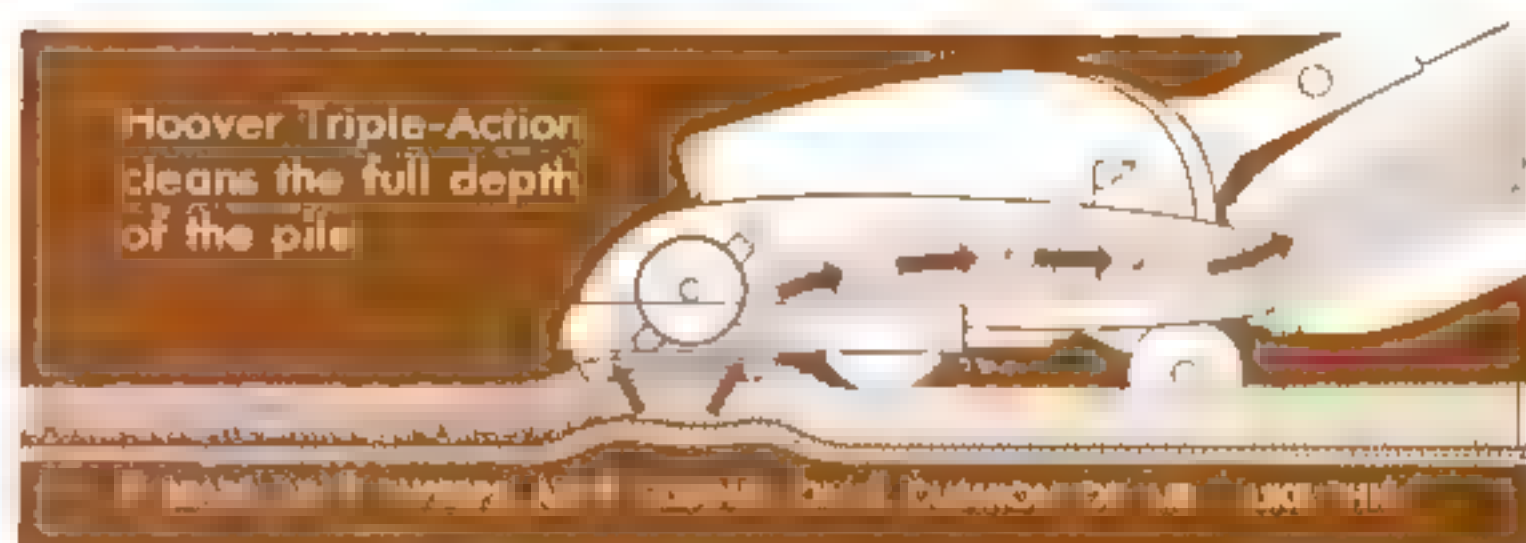


A suction nozzle does a very good job of cleaning bare floors, lamp shades, draperies and furniture. But dirt that's deeply embedded in heavy rug yarns defies even the most powerful suction. This deeply embedded dirt dulls colors, harbors germs and moths and cuts away at the nap under the tread of feet and moving of furniture. A hose-and-nozzle—having no *vibrating* action to aid suction—is not engineered to give rugs the thorough cleaning they need.

You can own a Hoover for as little as \$62.95—low down payment and terms as little as 20¢ a day. Ask your local Hoover Dealer. Prices slightly higher in Canada. Prices subject to change without notice.

**You'll be happier  
with a Hoover**

The Hoover Company  
North Canton, Ohio  
Hamilton, Ontario, Canada; Perivale, England



Gentle vibration—on a cushion of air—shakes loose the deeply embedded dirt—brings it to the surface where *suction* can carry it away. In addition, *sweeping* gets stubborn pet hairs and litter, grooms and erects the nap. The Hoover itself does *all* the work—you simply guide it as it glides over the rug. You don't have to "scrub", as with a hose-and-nozzle attachment. Ask your Hoover dealer to show you what a difference Triple-Action cleaning can make on your own rugs.

## It's TWO cleaners in one



Cleaning tools—seven of them in a handy carrying kit . . .



plug into the side of your Hoover as easily as plugging in a light cord . . .



to convert it instantly for bare floor and above-floor cleaning.





Example of strong, healthy seedling emergence in soil that has been Krilium-treated to maintain good soil structure.

## Plants get good early start

There are two general classes of soil—"problem" soil and "friendly" soil. Soil scientists describe problem soil as being poorly structured. It packs, cakes and cracks following normal rain, sunshine and weathering—often gets hard as a rock—doesn't give plants much chance to thrive and grow.

Just the opposite is true of "friendly" soil. Because it stays loose, crumbly and porous through sun-and-rain cycles, it is much more favorable to seed germination, root formation and seedling emergence. Plants get off to a good early start because of good soil structure.

Krilium soil conditioner changes problem soil to friendly soil—keeps it loose, crumbly and easy to work. The effect lasts for years—assures the three basic factors necessary to strong, healthy plant development: (1) A highly favorable start for seeds, (2) The ready absorption of water, (3) A chance for air to circulate around roots below ground level.

Get Krilium at your local dealer's. MONSANTO CHEMICAL COMPANY, Merchandising Division, 1700 South Second St., St. Louis 4, Mo. In Canada, Monsanto Canada Limited, Montreal, Toronto, Vancouver.

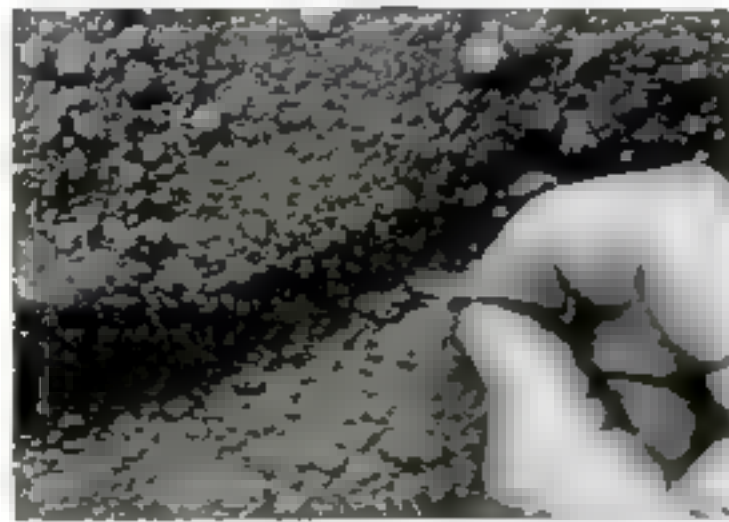
Krilium: Reg. U. S. Pat. Off.

NEW LOW PRICE, KRILIUM GARDEN MIXTURE—5-lb., \$4.95 . . . 1-lb., \$1.39

### KRILIUM SOIL CONDITIONER IS EASY TO APPLY



Simply prepare soil as usual for seeding—mix in Krilium soil conditioner.



Plant seeds as usual. If you are accustomed to using fertilizer, add as before.

# Krilium

Helps Germination, Root Growth, Emergence—Maintains Loose, Porous, Crumbly Soil

A Product of Monsanto Chemical Company





## DOUGLAS MCKAY CONTINUED



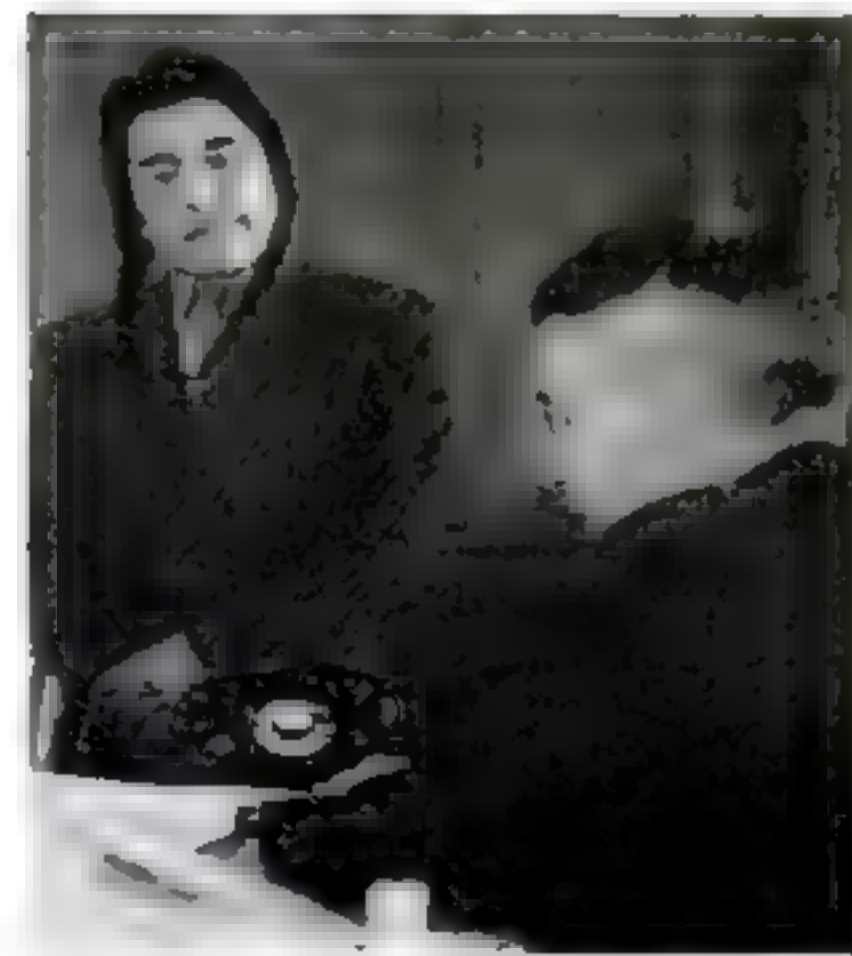
**MINING** is discussed by McKay and John L. Lewis, U.M.W. president, an early caller and a long-time supporter of department's Bureau of Mines



**POWER** is topic of conference between McKay and Dr. Paul J. Raver, the head of Bonneville Power Administration, which is a part of the department.



**TIDELANDS OIL**, hot political problem left over from the Democratic administration, is the subject of a visit by Texas' Governor Allan Shivers.



**INDIAN AFFAIRS** occupy McKay in a meeting with Watson Totus of the Yakimas. McKay hopes to give the Indians voice in new laws affecting them.



**Exciting value!**

**Limited time!**

**You can have this beautiful Red Heart garden with this**

# SPECIAL FLOWER SEED OFFER!



## Marigolds!

CATALOG PRICE **25c**

Sunny cheerful, single and double flowers. Yellow to bronze. Fine for cutting, make beautiful bouquets.

## Alyssum!

CATALOG PRICE **15c**

Violet Queen. A beautiful fragrant sweet alyssum. Blooms colorfully early till late.

## Petunias!

CATALOG PRICE **25c**

A famous favorite in a lavish array of colors! Includes all the best varieties.

## Portulaca!

CATALOG PRICE **25c**

Single Jewel. A big, brilliant, deep crimson bloom four times as large as the usual portulaca.

## Sweet Peas!

CATALOG PRICE **20c**

Culbertson mixed. Rainbow hues, orchid-flowering type, large and deliciously fragrant.

## Zinnias!

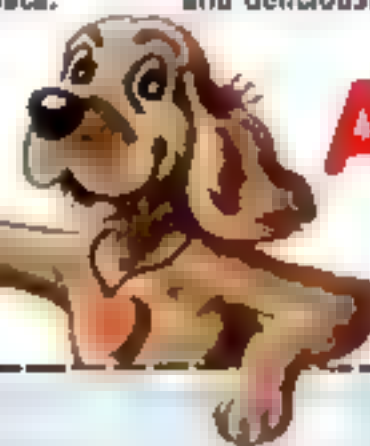
CATALOG PRICE **25c**

Super giants! Vaughan's special mixture, remarkable for great size and rare variety of color.

Offer expires midnight, June 30, 1953

## FINEST VAUGHAN SEEDS!

**All 6 packets for only 15¢**  
plus 3 Red Heart Dog Food labels



**ACT NOW!**

**MAIL THIS COUPON TODAY!**



I want the Red Heart Flower Garden of Vaughan Seeds & packets - \$1.25 catalog value - all for 15¢ plus labels.

RED HEART, Dept. A - P. O. Box 7907, Chicago 77, Illinois

Please send me the Red Heart Flower Garden of Vaughan Seeds as offered. I enclose 3 Red Heart Dog Food labels and 15¢ in coin.

NAME.....

STREET.....

CITY.....ZONE.....STATE.....

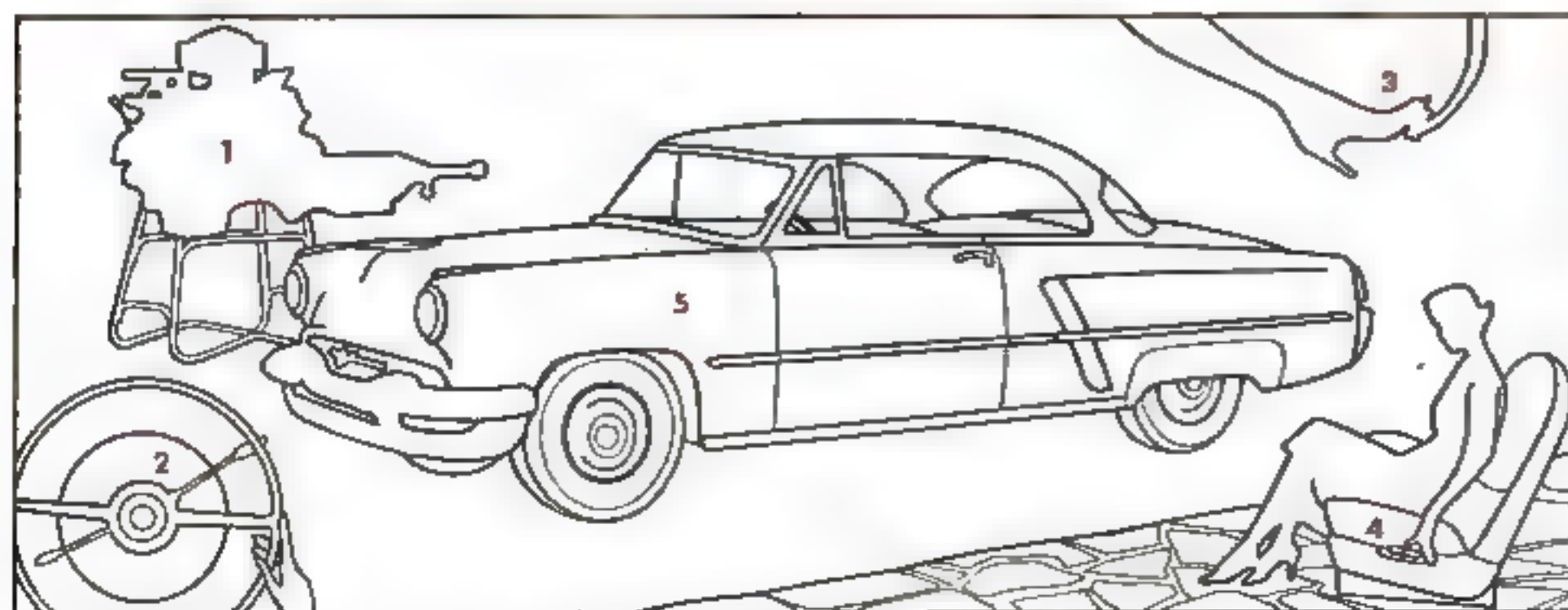
THIS OFFER VALID IN U. S. ONLY

**Yes, it's a marvelous bargain.** And it's yours because Red Heart wants you to find out what a marvelous food Red Heart is for your dog. No table scraps, no juicy beefsteak, no other dog food gives your dog *all* the advantages of Red Heart. Only Red Heart gives your dog complete nourishment plus 3-flavor variety! You need add nothing. Red Heart, alone, gives him every element a dog needs for top health—glossy coat, bright eyes, strong

bones, pep, vitality. And Red Heart is the only leading dog food that gives your dog 3-flavor variety—variety in his food such as you enjoy in yours. Treat your dog to new Red Heart *liver* flavor one day, *beef* the next, *fish* the next. Same fine food in 3 favorite flavors. With chlorophyllin, of course, to help end doggy odors. Buy 3 cans of Red Heart for your dog—and send for your Flower Garden of seeds—today!



# A TOUCH HERE...A TOUCH THERE...



1. Lincoln's New V-205 Engine—205 horsepower V-8 that delivers what is unquestionably the ultimate in automotive performance. With dual range HYDRA-MATIC Transmission, standard equipment. 2. New power steering, combined with exclusive ball-joint front wheel suspension, to give you finger-light turning and needle-eye control. 3. New power brakes with suspended aircraft-type pedal action give sure, safe stops easier and faster with a feather light touch. 4. The world's first 4-way Power Elevator Seat moves up and down—as well as back and forth—even adjusts to your posture... at the flick of a button. 5. Lincoln Capri Sport Coupe in Colonial Blue with light blue and white leather interior—one of an almost unlimited number of color combinations, all in Lincoln's spirit of modern living.



# AND MODERN LIVING COMES TO LIFE



Standard equipment, accessories, and trim illustrated are subject to change without notice. Power steering, power elevator seats, power brakes, sea-lift glass, white side-wall tires are optional at extra cost.

A new kind of power is awaiting the touch of your finger . . . the touch of your toe. It is waiting to set into motion the modern magnificence of Lincoln for 1953.

This is not power that crows with bulging lines and padded contours. It is quiet, unobtrusive power that takes over your driving at every touch.

You touch the accelerator and the astonishing V-205 engine responds as no other engine you have ever tried. You touch the wheel and power is at your fingertips. Or the brakes . . . and it is at your feet. And power moves the elevator seats not merely back and forth . . . but up and down, too.

Lincoln performance won 1st, 2nd, 3rd and 4th places in the Mexican Pan-American Race, known as the world's toughest automotive competition.

This is power born of Lincoln's modern living spirit. Like Lincoln's action lines, this power has a purpose. Like Lincoln's glass-walled visibility, this power serves a cause. Like Lincoln's magnificent interiors, this power has a function: to make driving more fun, more relaxing than ever before.

Here is a motor car that you can appreciate only in action. Ask your dealer for a demonstration in the new Lincoln Cosmopolitan or Capri.  
LINCOLN DIVISION — FORD MOTOR COMPANY

## LINCOLN

THE ONE FINE CAR DESIGNED  
FOR MODERN LIVING—POWERED  
TO LEAVE THE PAST FAR BEHIND

Lincoln—crowning achievement in the fine car field for Ford Motor Company's 50th Anniversary





**Great performer in or out of water . . .** the amazing new fiber called Acrilan. The latest act: it turns into children's Spring suits that are beautiful enough for Sunday-best, yet go right into the washing machine. These suits hang right back to shape, don't shrink, don't lose their pleats, dry quickly, and hardly need ironing. Children don't have to be careful of them, because they resist wrinkles and stay fresh-looking through the roughest kind of wear. *You* don't have to be careful of them, because they can't be hurt by moths or mildew. This isn't just a trick . . . it's a wonderful new way of dressing your children that means more fun for them, more leisure for you. How about it . . . for Easter?



S - TS 51  
PEGGY H SUE  
OF  
DEEP HILL ALMS  
50 N  
15 S ACRILAN  
2854 RAYON

**ACRILAN®**

AT MACY'S, NEW YORK • CARSON, PIR E, SCOTT, CHICAGO • JORDAN MARCH, BOSTON • HIGBEE, CLEVELAND • BON MARCHÉ, SEATTLE • FAMOUS BARR, ST. LOUIS • AND OTHER FINE STORES  
ACRILAN ACRYLIC FIBER IS AVAILABLE IN LIMITED QUANTITIES TODAY IN DRESSES, SUITS AND SPORTSWEAR; MEN'S SPORTSWEAR, BLANKETS, AND FABRICS BY THE YARD  
THE CHEMSTRAND CORPORATION, DECATUR, ALABAMA • NEW YORK OFFICE: EMPIRE STATE BLDG., NEW YORK 1, N. Y.





HUGE MOSAIC MIRRORS OF FURNACE SIT ON FORTRESS WALLS. FLAT MIRROR IN RIGHT FOREGROUND DEFLECTS RAYS INTO FOCUSING MIRROR AT REAR

## SOLAR POWER IN THE PYRENEES

Giant mirrors perched on walls of old French fortress focus the sun's rays to produce useful energy

For centuries men, hoping to harness the sun's energy, have built strange machines to capture radiation from its 10,000° hot surface. But while solar ovens have become high temperature research tools (LIFE, Nov. 6, 1950), cost of equipment has prevented their use in industry. Now in the Pyrenees some Frenchmen, mindful of their country's chronic fuel shortage, have erected a powerful furnace which they believe will make solar power practical.

Designed by Felix Trombe, a leading solar energy expert, the huge heater has two large reflectors mounted atop a 17th Century fortress, Montlouis. One, a flat 43x34-foot mosaic of 516 plate glass mirrors, follows the sun, constantly deflecting the rays to a fixed mirror 80 feet away. This is a 31-foot-high parabolic shell made of 3,500 pieces of cheap window glass. It reflects rays to an oven set between the two great reflectors, its curves focusing the heat

rays and creating temperatures up to 5,400°F.

Although the French solar furnace is not the world's hottest, its size makes it the most powerful. It puts out 75 kilowatts of heat power, enough to melt 130 pounds of iron an hour or produce useful amounts of nitric acid or ceramics. It can operate 250 days a year in sunny Montlouis. But the solar energy enthusiasts have even bigger plans. "Think what we can do in Algeria," mused one. "All the sun we want."



**JUST ONE BRUSHING WITH**

# COLGATE Chlorophyll Toothpaste DESTROYS BAD BREATH

Originating in the Mouth

**MORE EFFECTIVELY!**



**Clinical Tests Prove It Works  
More Thoroughly, for a Longer Time  
Than A Non-Chlorophyll Toothpaste!**

In "Osmoscope" tests with actual cases, (men and women who had unpleasing breath), Colgate Chlorophyll<sup>®</sup> Toothpaste was proved to act more thoroughly,

and give longer-lasting protection. Even at the end of four hours, it was proved to give far greater reduction of bad breath!

**RIDS MOUTH OF DECAY BACTERIA!**

Just one brushing with Colgate Chlorophyll Toothpaste cleans your mouth of a high percentage of bacteria. Remember: bacteria and acids are a chief cause

of tooth decay. Every time you brush with Colgate Chlorophyll Toothpaste you reduce these destructive acids!

**COMMON GUM TROUBLE REDUCED  
TWICE AS FAST!**

Clinical tests (now published in a dental journal!) with 589 children show that chlorophyll toothpaste can reduce gingivitis twice as fast as a white toothpaste! Even severe cases were quickly im-

proved! Here is scientific proof that regular brushing with Colgate Chlorophyll Toothpaste can help your children have a better chance for sound, healthy gums!

\*Contains water-soluble chlorophyllins

**YOU CAN PROVE IT YOURSELF!**

No Other Toothpaste

**HAS MORE ACTIVE CHLOROPHYLL**

And You Can Be Sure Colgate's Is in Effective, Soluble Form!



Here is the proof! When equal amounts of Brand "A", Brand "B" and Colgate Chlorophyll Toothpaste are mixed in water, the solution with Colgate turns a darker, richer green. This proves it gives you more active chlorophyll! And the water remains a clear, dark green! The chlorophyll is in soluble, effective form—ready to help you against bad breath and common gum disorders!

**Make Sure You Get The Full Benefits of a Chlorophyll  
Toothpaste...with this New, Exclusive Colgate Formula!**

## Solar Power CONTINUED



**HOW RAYS ARE FOCUSED** in furnace is shown by arrows. Radiation from sun strikes flat mirror which deflects them into fixed parabolic mirror.

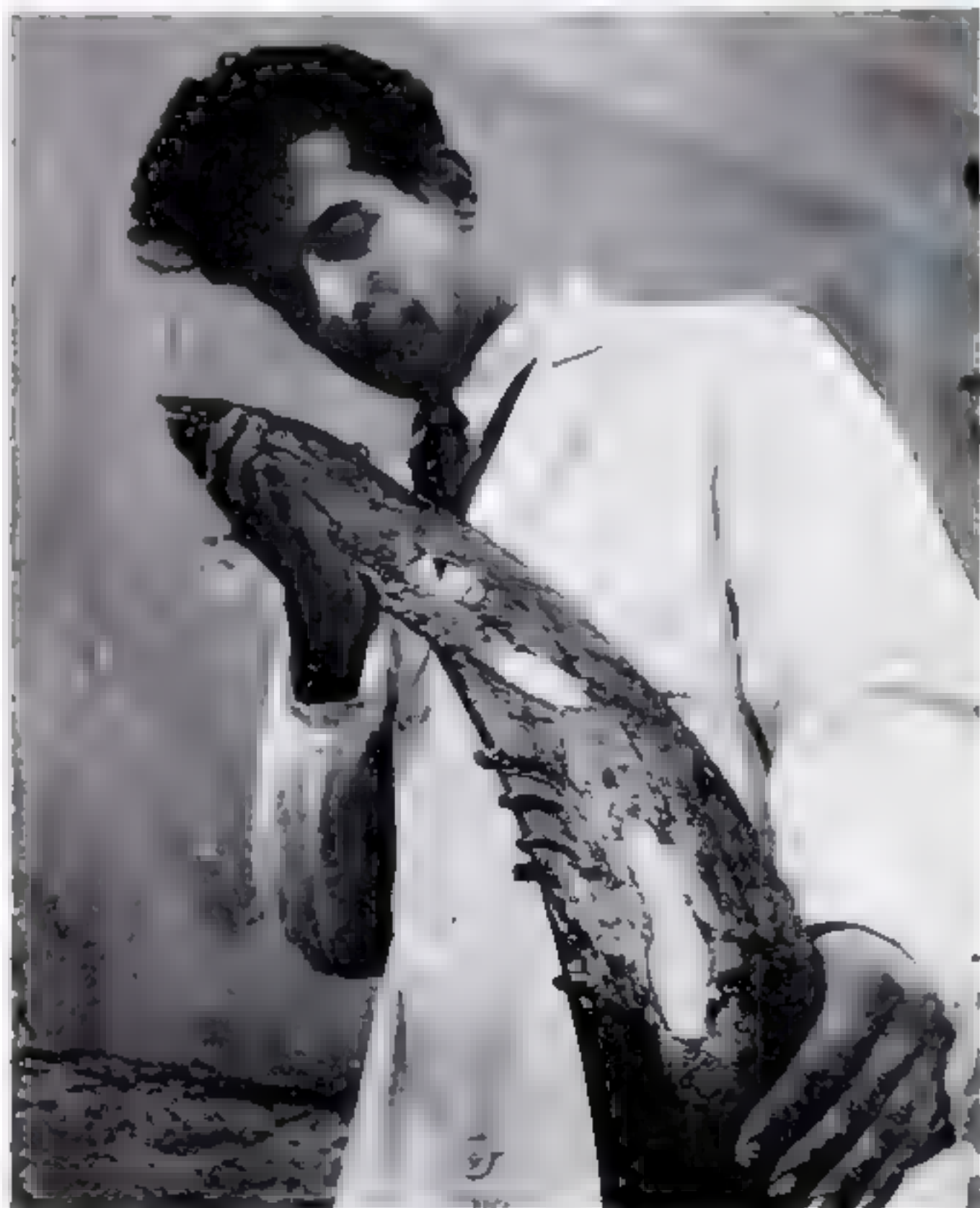


**BRICKS THAT BURNED** show size of hot spot made by the rays. A larger, less intensely heated spot can be used by moving objects from focal point.





Parabolic shell focuses the rays into single hot spot in oven. Flat mirror is kept faced toward sun all day by photoelectric cells and automatic motors.



**METAL THAT MELTED**, a slab of iron, was given only 15 seconds of heating at the furnace's hot spot to produce each one of these three gaping holes.

CONTINUED ON NEXT PAGE



**GIVES YOU A RUN FOR YOUR MONEY!** Up hill, down dale, you'll go far to equal the value in Hanes Fig Leaf briefs. Double-panel seat gives double wear. Careful tailoring gives form-fitting gentle support. New elastic in waist and legs resists heat and shrinkage. 89c to \$1.10, boys' 55c to 69c. Top it off with America's favorite T-shirt, with the no-sag neck. Full-cut, shrink-resistant, knit from absorbent Hanespun cotton yarns. Only \$1 to \$1.25, boys' 69c to 85c. **To get more than you bargained for in underwear, sportswear, sleepwear—be sure**

THE NAME'S



P. H. Hanes Knitting Co., Winston-Salem 1, N. C.





MAXWELL (Style No. 6245) — Sweepstakes, Crepe Sole, 2-eyelet Oxford in Suntain V cal.

## Whose famous Bostonians are these?

When you've time on your hands, you'll want famous Bostonian Sweepstakes afoot, for these new casual shoes provide half the fun of taking it easy. They not only have that relaxing look but that *feeling* of comfort beyond compare. Here's fine New England shoemanship for you! Try on a pair at your Bostonian dealer's. You'll know—just as singing star MORTON DOWNEY does—they're the shoes you'll want to wear twenty-four hours a day!



The man who sells Bostonians® is making friends for life

Made in Whitman, Mass., Shoetown, U.S.A. © 1953

### Solar Power CONTINUED

## INSIDE A 3,800° SUN MACHINE

Perched on the ancient stone walls of Montlouis are three small solar furnaces, all variations of the powerful instrument shown on the preceding pages and used for smaller experiments. When LIFE Photographer N. R. Farbman blew some cigaret smoke into one of these small furnaces he produced a pattern of sunlit particles that shows how the rays are focused by the mirrors to produce extreme temperatures.



**BEAMS ARE FOCUSED** in small furnace after they strike slanting mirror near floor, are reflected into curved mirror (top), which reflects them to mid-air focal point, as smoke in air shows. Beyond focal point, rays diverge again.



**POWDER IS BURNED** when put at the focal point of rays in same small furnace. A substance that stays solid up to 3,800° F., the powder melts and bursts into flames. Scientist is studying experiment through dark lenses.



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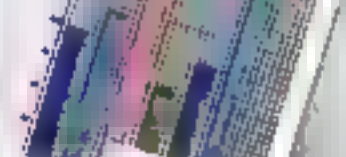
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SPECIFICATIONS



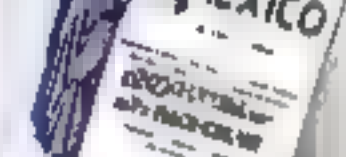
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MUSIC SCORES



NEWS RELEASES



DRAWINGS



ESTIMATES



BLANK FORMS



GRAPHS



POSTCARDS



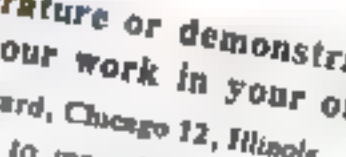
PRICE SHEETS



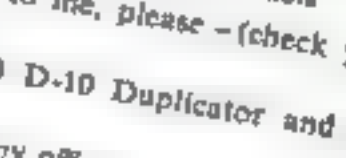
MAPS



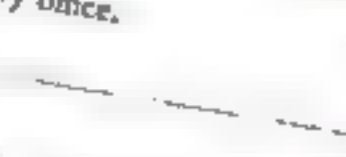
NOTICES



HOUSE ORGANS



LESSON SHEETS



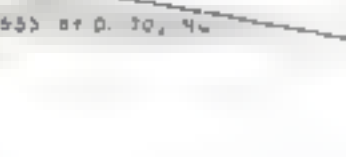
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RADIO SCRIPTS



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NOW! Duplicate 120 Bright Copies a Minute

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IN ONE OPERATION

OF ANYTHING YOU TYPE...WRITE...DRAW OR TRACE

NO STENCIL • NO MAT • NO INKING • NO MAKEREADY!

**NOW!**—CUT COPY COSTS! The DITTO original or "master" can reproduce up to five colors in one operation—of anything you can trace, draw, write or type—any announcement, form, bulletin, booklet, map, poster, drawing, instruction sheet etc. . . in seconds, for pennies! **NOW!**—just snap that master on the new DITTO D-10 duplicator and out come 100 to 500 copies, at 120 a minute, each one in full, vivid colors. Use any weight of paper or card stock, in any size from 3" x 5" to 9" x 14". If you do not need many copies at once, file it away for later re-runs—meanwhile changing data, pictures or colors as you please. **NOW!**—see the new DITTO D-10 duplicator! Its flowing lines will tell you that here is the product of experience. It has smooth, balanced action. It has wear- and corrosion-resisting stainless steel parts. Sure and easy to operate, it makes an expert of any user. And this simple direct color duplicator is available at surprisingly low cost, just what you'd expect from the world leader in duplicating machines and supplies.

(Put DITTO to work for you.  
Mail the coupon now!)

**DITTO D-10**  
(LIQUID) DUPLICATOR

**Free!** Literature or demonstration  
on your work in your office.

DITTO, INC., 604 South Oakley Boulevard, Chicago 12, Illinois

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☐ Send me literature on new DITTO D-10 Duplicator and the five color process.

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Company

Address

City

Zone

State



# A Care-Free Kitchen Is the Heart of Your Home



"Hello—I'm Margaret Lindsay.

I'm going to demonstrate this beautiful refrigerator and other Crosley products on Crosley's television show 'What's My Name?' Won't you tune in? See your newspaper for time and station.



# So Set Your Heart on a '53 **CROSLEY SHELVADOR®**

**IT'S A TIMESAVER!**



**IT'S A WORKSAVER!**



**IT'S A WIFESAVER!**



Now's the time to trade that old-fashioned refrigerator of yours for a wonderful new 1953 Crosley Shelvador Refrigerator. Honest and truly, it really is a *wifesafer*!

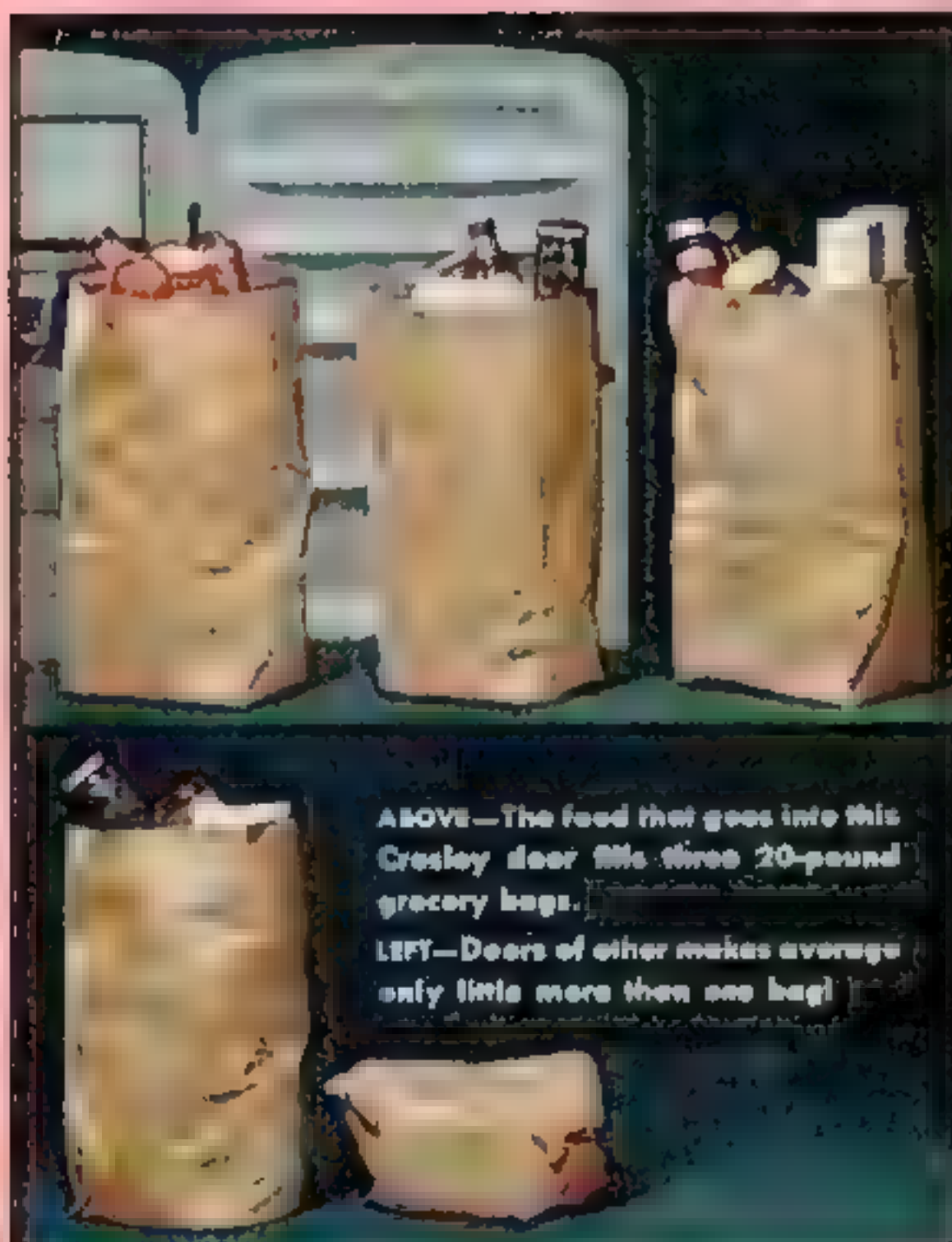
Just look at the food that goes into that roomy door. Crosley *doubles* your "front-row" space... puts more food right at your finger tips—in front, in sight, in reach!

But that's not all! Crosley gives you the convenience of automatic defrosting—even on low-priced models. You can forget defrosting—forever!

On top of that, you get removable shelves for storage flexibility... a full-width, *real* frozen-food locker... the beauty of "SOFT-GLO" or "SEA-MIST" Interior Styling... an adjustable ButterSafe in this model... and the "heart" of the Crosley—the powerful, super-quiet Electrosaver Unit.

So follow your heart to your Crosley Dealer... see these magnificent new refrigerators... and set your heart on owning a Shelvador! Prices begin as low as \$199.95! Crosley Division, AVCO Manufacturing Corp., Cincinnati 25, Ohio.

*... and only Crosley Gives You the Shelvador!*



**ABOVE—**The food that goes into this Crosley door fills three 20-pound grocery bags.

**LEFT—**Doors of other makes average only little more than one bag!

## THE PROOF IS "IN THE BAG"!

You probably know that Crosley pioneered shelves-in-the-door. So you'd expect Crosley still to be the best. And it is—the "shopping bag" test proves it! Crosley's big, deep door shelves, completely recessed in the door, hold enough to fill three 20-pound grocery bags—actually more than *twice as much* as the average of other leading makes. So don't settle for less than a Crosley Shelvador!

## NOW—CROSLEY WITH AUTOMATIC DEFROSTING AT THE PRICE OF OLD-FASHIONED REFRIGERATORS

Wait no longer for the worksaving convenience of automatic defrosting! Crosley has this modern miracle in every popular refrigerator size... in practically every price range. Here's what Crosley brings you:

**Completely Automatic Defrosting—**The last word in automatic defrosting—yours in the beautiful Crosley model CAE-11, illustrated. There's nothing to turn on, nothing to turn off, nothing to empty. It defrosts completely, safely, automatically—from every freezing surface—in just a few minutes, every night while you sleep.

**PushButton Automatic Defrosting—**The new convenience you want is yours even on lower-priced Crosleys that cost no more than old-fashioned refrigerators! When your Crosley needs defrosting just press the button. Refrigerating unit shuts off... built-in defrosting units get rid of frost fast from all freezing surfaces... refrigerator turns on again—automatically! No fuss, no muss, no bother!

CROSLEY'S AUTOMATIC DEFROSTING... THE ONLY ONE THAT DEFROSTS COMPLETELY, SAFELY, AUTOMATICALLY... FROM EVERY FREEZING SURFACE... IN JUST A FEW MINUTES, EVERY NIGHT WHILE YOU SLEEP.



## HUGE FULL-WIDTH FREEZER IN EVERY CROSLEY

Not just the higher-priced models—but *every* Crosley model now gives you the convenience of a big full-width freezer. Yes, a *real* food locker for both quick freezing and storage. Model CAE-11, shown, holds up to 50 pounds—other freezer compartments up to 77 pounds.



# CROSLEY

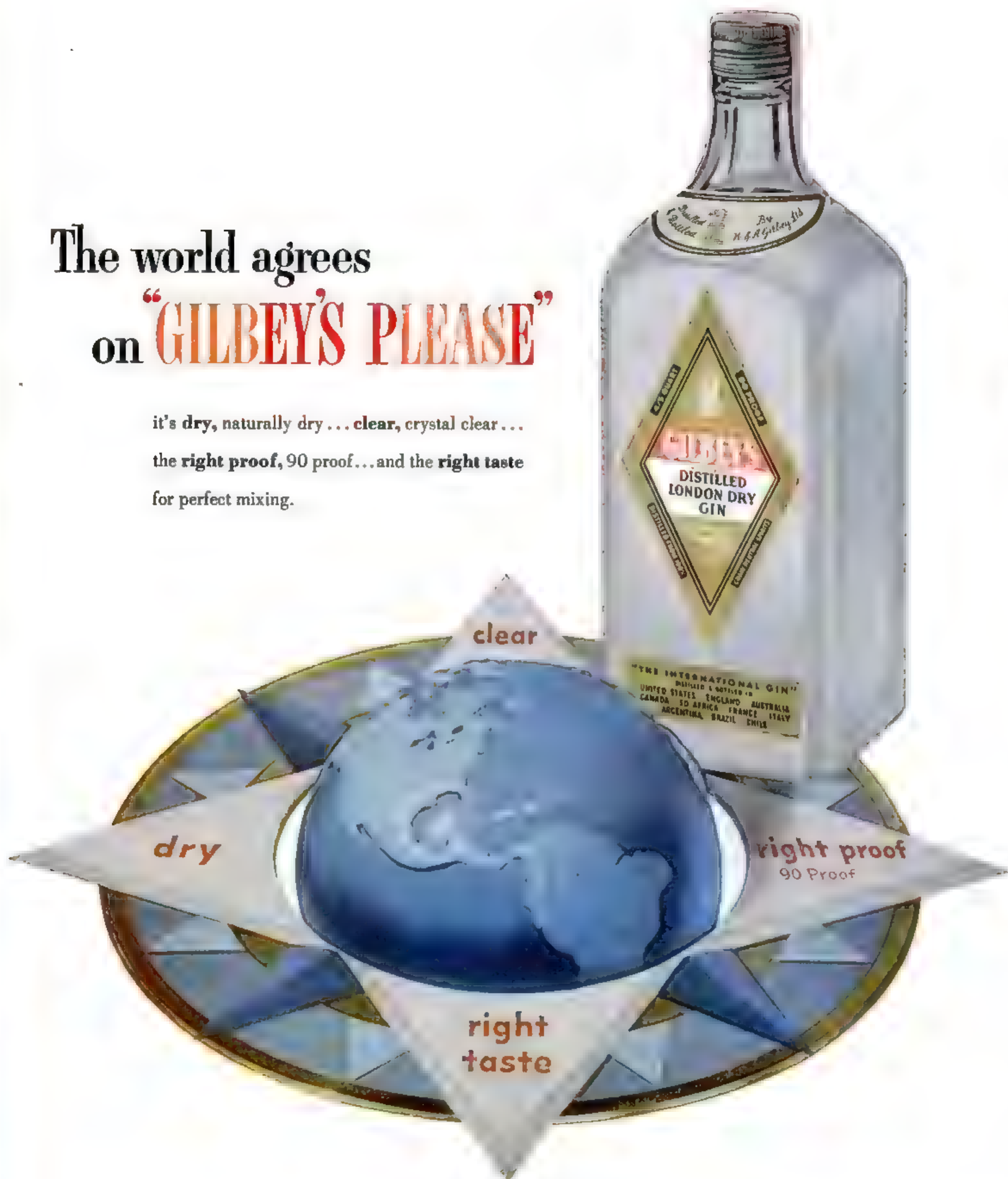
BETTER PRODUCTS FOR HAPPIER LIVING

SHELVADOR® REFRIGERATORS • SHELVADOR® FREEZERS • ELECTRIC RANGES • ELECTRIC WATER HEATERS • AUTOMATIC DISHWASHERS • STEEL KITCHEN CAB KETS • SINKS AND FOOD WASTE DISPOSERS • RADIOS • TELEVISION • ROOM AIR CONDITIONERS  
IT'S SO EASY TO BUILD YOUR CARE-FREE KITCHEN WITH THE CROSLEY ADD-AN-ITEM PLAN. ASK YOUR DEALER ABOUT IT.



# The world agrees on "GILBEY'S PLEASE"

it's dry, naturally dry... clear, crystal clear...  
the right proof, 90 proof... and the right taste  
for perfect mixing.



## THE INTERNATIONAL GIN

distilled and bottled in the United States, England, Canada, Australia, South Africa, France, Italy, Argentina, Brazil and Chile.

GILBEY'S DISTILLED LONDON DRY GIN, 90 PROOF. 100% GRAIN NEUTRAL SPIRITS. W. & A. GILBEY, LTD., CINCINNATI, OHIO



## FASHION



**SUMMER MUFF** in pleated organza is a Wanamaker, Philadelphia import.

# Gags and Tricks from Paris

Back from the Paris spring collections last week, U.S. buyers brought with them an antic array of odds and ends which had caught their attention in a relatively uninspired season. Transparent pants made by a designer largely for laughs got orders as well. A trick low-slung hip belt was taken seriously as an accessory to the loose-topped silhouette. The nearest approach to a revolutionary idea was Dior's "tulip" line (*tp. 60*) in which dresses and suits, fitted closely from hips through waist, burst into fullness over the tummy. American versions will tone down the fullness but emphasis will stay above the waist instead of below it.



**HIP GIRDLE** by Balenciaga was purchased by L. Magnin, will be adapted in U.S. to wear nearer waist.



**LACE PANTS** designed by Schiaparelli for beach wear are worn with a candy-striped sash over one-

piece top and shorts. Pants cost \$200 in Paris. They will be reproduced here over flesh-colored lining.





"TULIP" DRESS by Dior in white gros-grain gets its shape from pleating, boning and a heavily padded bodice.



V-PEAK dividing forehead drops almost to the nose in Dior cap bought by Russeks. Other caps have twin peaks.



SHORT CAPE with a winged look is attached to a short, fitted waistcoat. Designed by Grès, Macy copy for wear as a summer evening wrap will be \$45.

CONTINUED ON PAGE 32

How lovely can you be?

**ACCENT YOUR EYES AND SEE!**

It takes just a few accents of Maybelline Mascara, Eyebrow Pencil and Shadow to make your eyes more beautiful. Instantly they give your face more life and expression. So of course, when your eyes look lovelier, you look lovelier, too. Try it—you'll see!

*Maybelline*

PREFERRED BY SMART WOMEN THE WORLD OVER

MASCARA \* EYE SHADOW \* EYEBROW PENCIL



"STORM OR NO STORM, I'M GOING TO THE STORE TO BUY SOME SOUP FOR LUNCH!"

© '58 CAMPBELL SOUP COMPANY

Betty Crocker  
**PIE CRUST MIX**  
**1/2 PRICE SPECIAL**



Buy this special package at regular price. On it is a coupon worth 1/2 the cost of your next package of Betty Crocker Pie Crust Mix. (See the full page ad on this special offer in this issue.)

Betty Crocker  
**PIE CRUST MIX**  
General Mills, Inc.



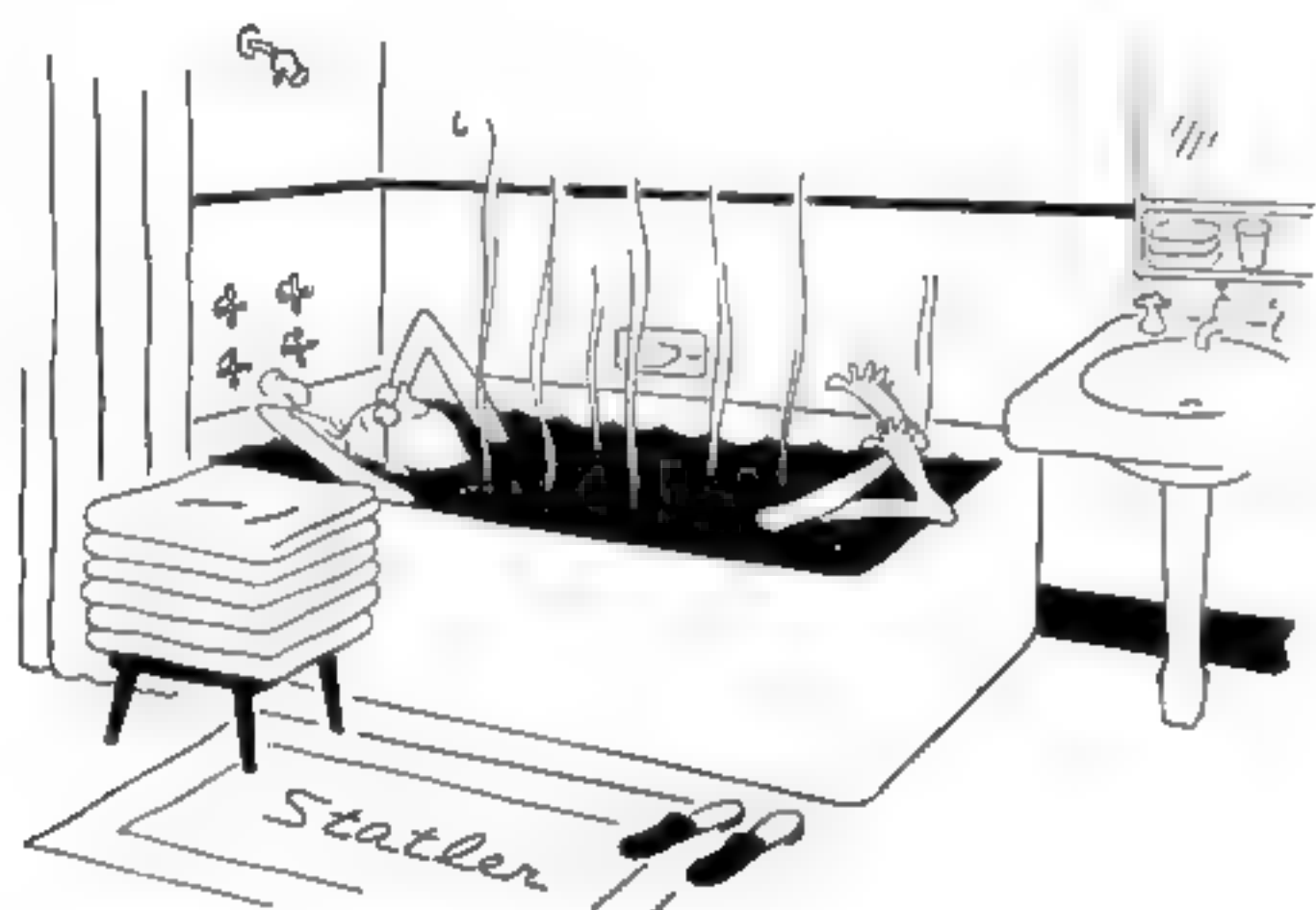




1. Lonesome Lou, a businessman, was in a strange new city,  
And feeling mighty homesick, and in need of warmth and pity.  
"I've heard it said that Statler's where you really are a guest.  
And if it's true, it's worth a try—I'll put them to the test."



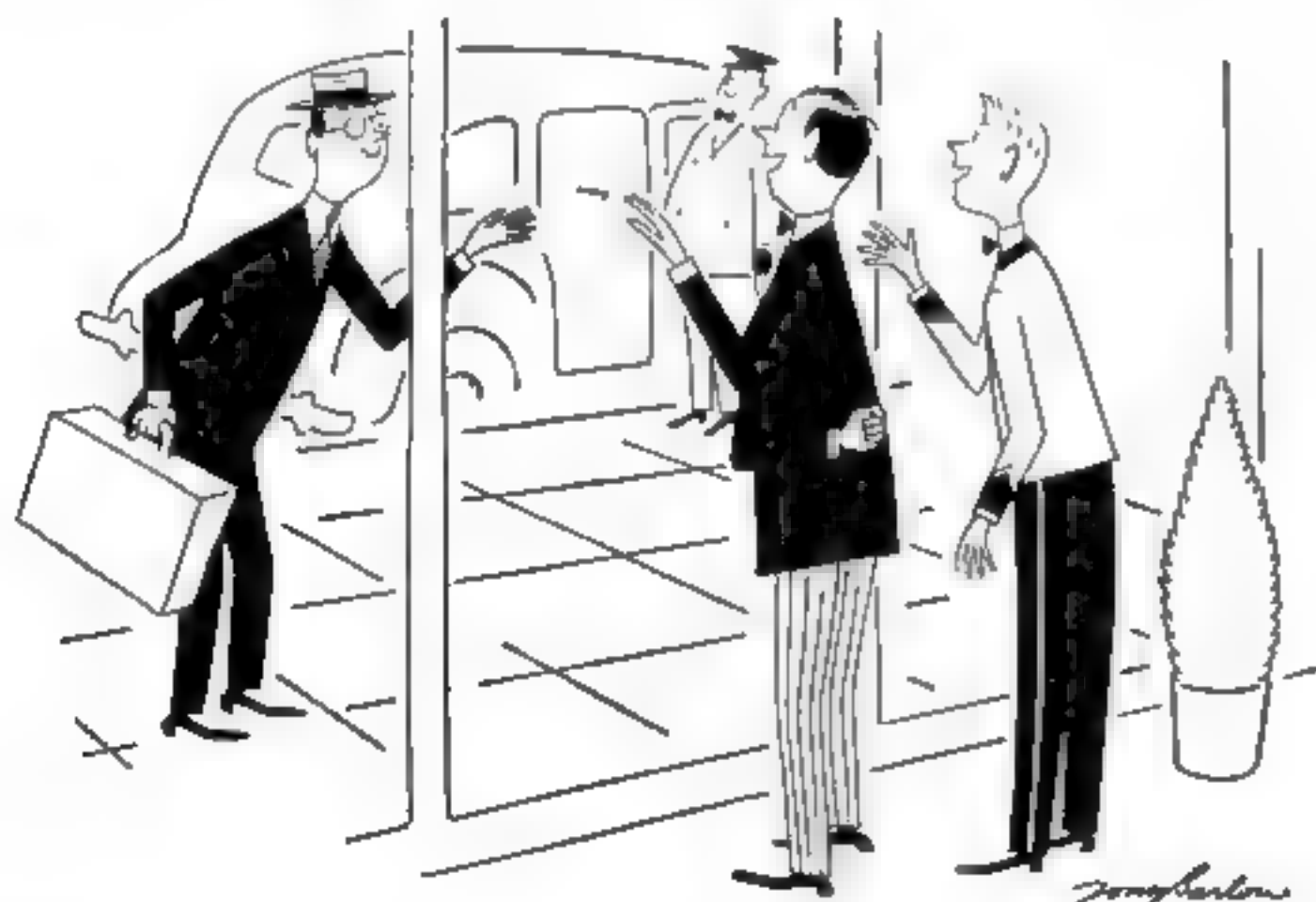
2. "Thus Statler room is big and bright—the homiest I've seen!  
It looks like someone's living room—it's friendly, fresh, and clean.  
And how I'm looking forward to that soft and soothing bed!  
Here's luxury and comfort when I need them most!" he said.



3. And when he took his Statler bath, his doldrums took a powder.  
He soaked in good hot water, just as snug as clams in chowder.  
"These Statler folks sure compensate for things a fellow misses—  
There's lots of soap, and stacks of towels, soft as baby kisses."



4. And later in the dining room, he beamed with pure elation.  
"Such food! And in such quantity! Each dish is a creation!  
The price is low, and yet I get the best of everything.  
And served in such a manner as to satisfy a king!"



5. "If ever I'm away from home again for overnight,  
I know I'll stay at Statler! Boy, they really treat you right!  
Just find the heart of town, and folks, you'll find the Statler there  
With as cheerful, friendly service as you'll find anywhere!"



STATLER HOTELS: NEW YORK • BOSTON • BUFFALO • DETROIT  
CLEVELAND • ST. LOUIS • WASHINGTON • LOS ANGELES

★  
ANOTHER GREAT NEW STATLER—HARTFORD  
(OPENING SUMMER, 1954)



At last!  
Rice that stays *fluffy*  
long, long after it's cooked!



*This is the nutritious rice you've been reading about*  
... the revolutionary new rice that stays light and fluffy no matter when you serve it—even cold or reheated. Simple and sure to cook. No steaming or special care needed. And each cup of Uncle Ben's gives you four full cups of fluffy, cooked rice. Rice chock-full of the extra nourishment and delightful flavor of important B-vitamins and minerals sealed in the grain!\*

Available now in big, economy size package.



\*Uncle Ben's Rice is made by the exclusive vacuum-pressure process that drives natural B-vitamins and minerals (lost in ordinary milling) deep into the grain. More nourishing. Easier cooking. Fluffy every time.

**Uncle Ben's**  
**CONVERTED**  
**LONG GRAIN RICE**



"Uncle Ben's" and "Converted" are trademarks of Converted Rice, Inc.

**CONVERTED RICE, INC.**  
Houston, Texas

PARIS TRICKS CONTINUED



**OFF-SHOULDER SWEATER** in jersey is split at V neck into half white, half green. Designed by Andrée Gal for Dior, it was bought by many U.S. stores.



**SQUARE UMBRELLA** in tortoise shell silk print matches jacket worn over linen dress. Designed by Hubert de Givenchy, it was bought by Marshall Field.



When you start driving home  
from the store

*Acid Action* starts to attack your engine!

When you start a cooled-off engine, the burning of gasoline forms acids which immediately attack the cold cylinder walls. This Acid Action—not friction—is the major cause of engine wear.

Short runs to the store, to the bank, to the movies—with your engine cooling off between trips—add up to this: *one mile in every three you drive is an Acid Action mile.*

Shell X-100 Motor Oil, pioneer in counteracting Acid Action with alkaline "X" safety factors, now at

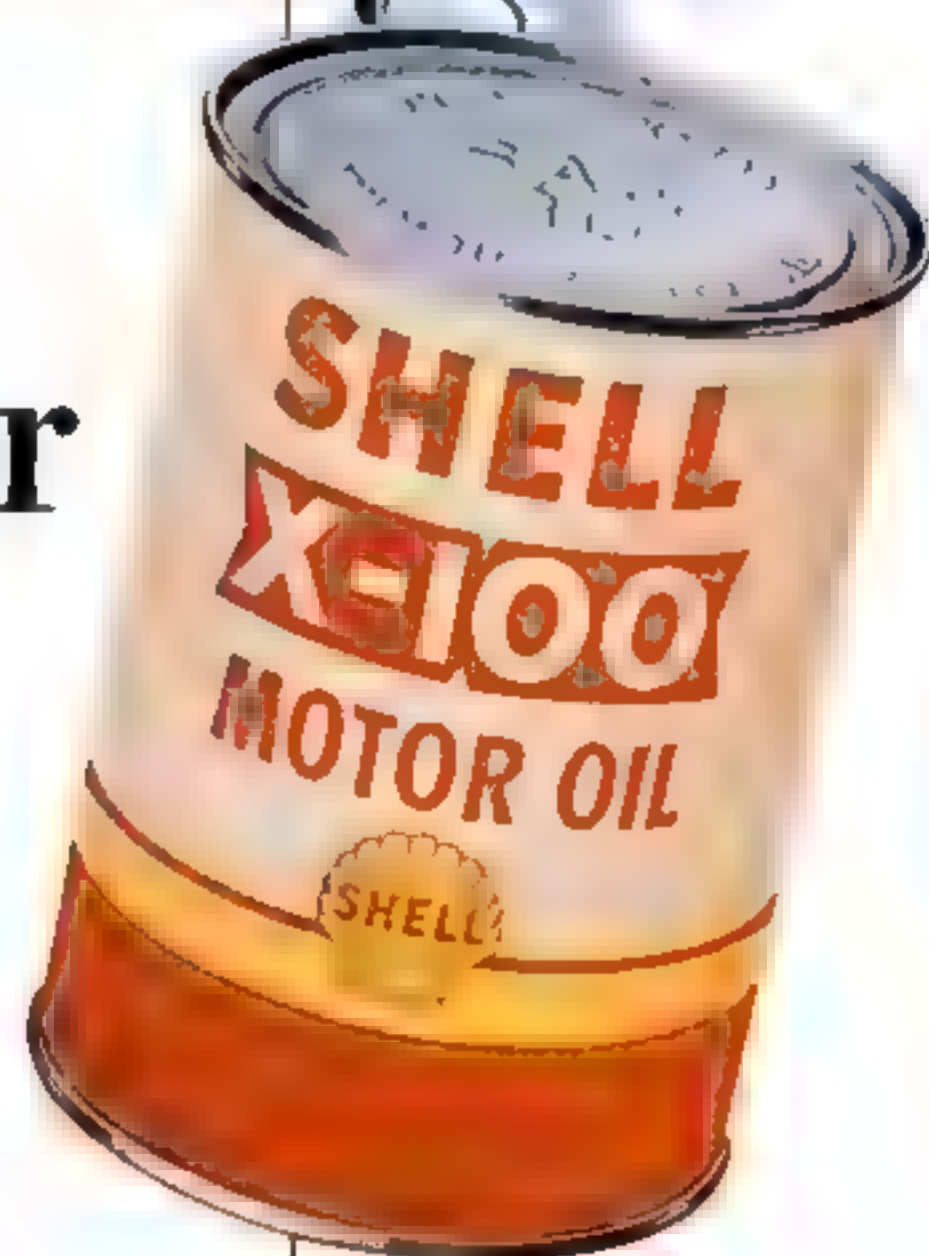
a cost of a million dollars per year has increased this protection—with safety factors almost doubled.

Shell X-100 Motor Oil now stops *Acid Action*, the major cause of engine wear... Extra cleansing factors prevent fouling deposits on hydraulic valve lifters and other vital parts.

Shell X-100 is a heavy-duty, premium motor oil. At your next oil change let your Shell dealer drain and refill your crankcase with new Shell X-100 Motor Oil. It's incomparable.



Shell X-100  
Stops the Major  
Cause of  
Engine Wear







*Imperial model IS-106*

## New Cycla-matic Frigidaire - a true food freezer and refrigerator for today's startling New Ideas of living



In one year, "Cycla-matic" has made a deep impression on millions of modern home-makers who want a modern food-keeper.

Like today's brilliant new homes, filled with work-saving ideas, this Cycla-matic Frigidaire Imperial model is keyed to today's more leisurely way of living.

It is a roomy, separate food freezer, *plus* a big refrigerator with automatic defrosting and Roll-to-You Shelves. Packed with new

conveniences, ranging from the ingenious Butter Pre-Server to exclusive Levelcold.

There are new Imperial and De Luxe Cyclamatics—offered only by Frigidaire—including a new 2-door model. Drop in now on your Frigidaire Dealer. He'll explain Frigidaire's unmatched advantages—show you why *now* is the time to trade in your old refrigerator on the food freezer-refrigerator Arthur Godfrey recommends on his daytime TV-radio show.



**This new Cycla-matic Frigidaire was  
designed to correct every shortcoming of your present refrigerator**



***This is the big separate food freezer where  
you can keep frozen foods for months!***

This completely insulated, separate food freezer provides ample room to store almost 50 pounds of frozen foods of all kinds—in and out of season. In this big compartment, with its separate cold system, you'll keep meat, leftovers, cake, almost anything you wish, for months in complete safety. Levelcold keeps frozen foods hard and safe, regardless of room temperatures—even during defrosting of the refrigerator. Yes, you'll save time, work, worry—and eat better, too!



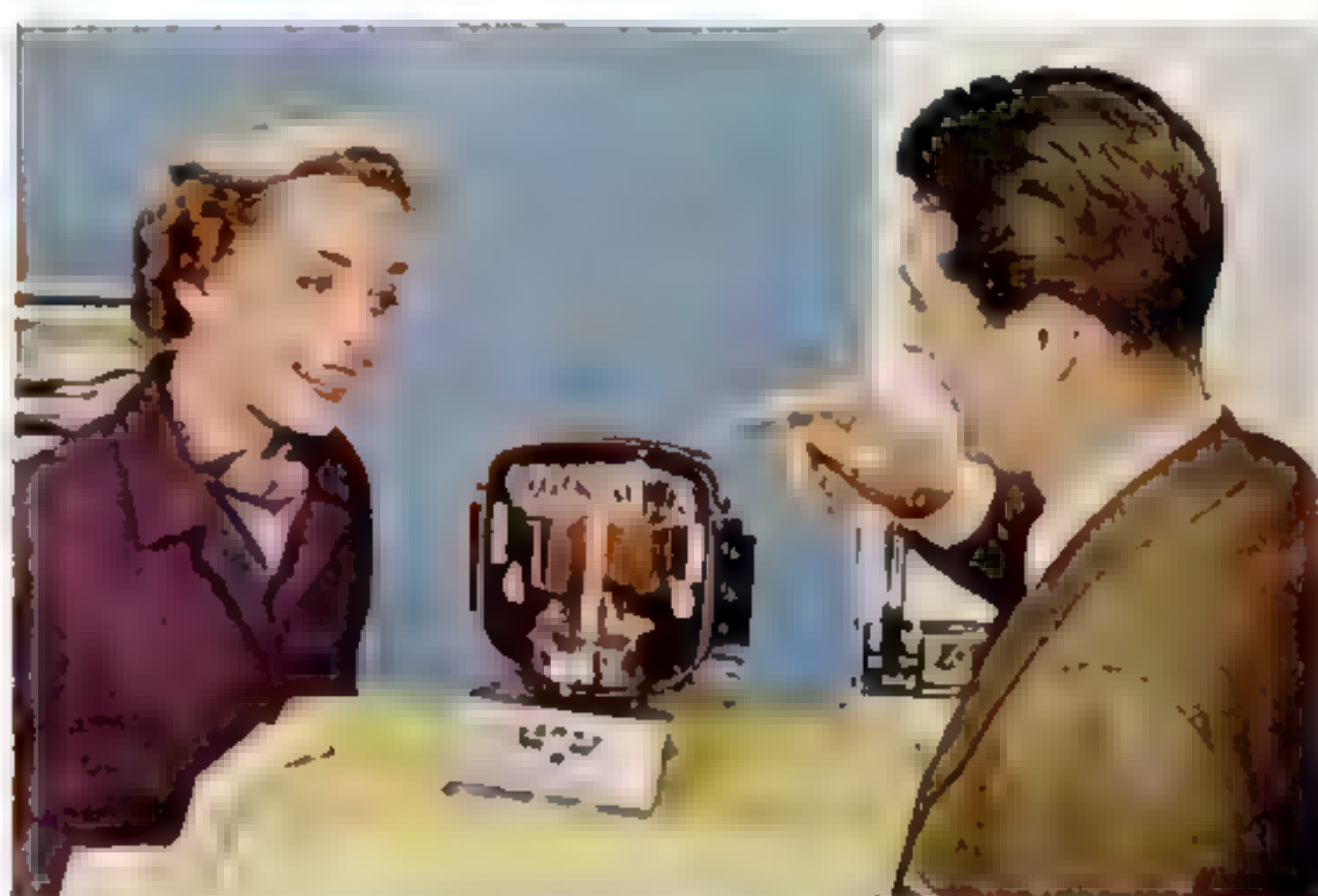
***Cycla-matic defrosting gets rid of frost before it  
collects in the large refrigerator compartment!***

Here, in the most automatic refrigerator made, is the newest, simplest automatic defrosting ever developed. Frigidaire's exclusive Refrig-o-plate with automatic air control provides new Cycla-matic defrosting that banishes frost in the refrigerator as soon as the faintest veil appears. Defrosting is fast, it's safe, it's sure—without any application of heat or manual controls. Your refrigerator is always ready—never "shut down" when you may need it most!



***All the Imperial Cycla-matic shelves roll out  
for ease and convenience!***

Frigidaire's sturdy Roll-to-You shelves—another Frigidaire first—are made of rust-proof aluminum. They glide out all the way—put even back shelf foods at your finger tips. All the shelves roll out in Imperial models—one or more in DeLuxe models. Door shelves add storage space. There's a Utility Tray, for convenient one-place storage of cheese and small packages—extra-deep Hydrators for fruits and vegetables.



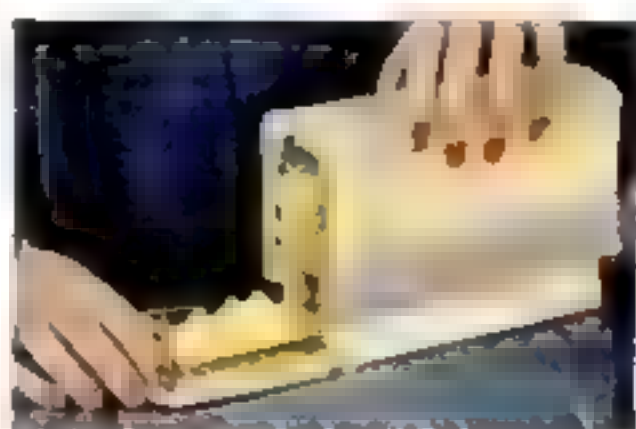
***The simplest refrigerating mechanism ever built—  
the exclusive Frigidaire Meter-Miser!***

Here's safe, sure, constant protection for all foods—fresh or frozen—provided by the sealed-in-steel Meter-Miser. This famous-for-years Frigidaire compressor is the best-known, the simplest cold-making mechanism ever built! Never needs oiling. Quiet, economical, dependable—proved in millions and millions of Frigidaire homes. Has 5-Year Protection Plan.



**Exclusive Quickcube Trays**

The only ice trays with finger-tip tray and cube release. Big, solid, crackling-cold cubes pop out in a jiffy—without muss, fuss, or bother.



**New Butter Pre-Server**

The safe way to keep butter—the easy way to serve it! Butter is sliced into easy-spreading teaspoon-size pats. Only Frigidaire has it! (In Imperial Models.)

**See your Frigidaire Dealer**

Look for his name in the Yellow Pages of the phone book. Or write Frigidaire Division of General Motors, Dept. 29, Dayton 1, Ohio, for free folder. In Canada, Toronto 13, Ontario.



**Cycla-matic Frigidaire** *Built and backed by General Motors*



When the kids  bring home  
 more kids for lunch... 



**QUICK!**  
**CHEF BOY-AR-DEE**  
**SPAGHETTI and MEAT BALLS**  
**ABOUT 15¢ A SERVING**

to save time and money make one night a week "CHEF NIGHT"

Spaghetti and Meat Balls • Ravioli  
 Spaghetti Dinners • Spaghetti Sauce • Sauce with Meat  
 Sauce with Mushrooms • Sauce with Meat Balls

ready to heat! real Italian style!

Here's one of the best spaghetti meals you ever piled on a plate.

Spaghetti—made of finest durum wheat, cooked deliciously tender but never soft and mushy. Lots of rich tomato sauce—made by the Chef's famous real-Italian recipe. Plump meat balls—specially braised to keep in their natural juice.

All ready to heat and serve. Treat the kids to this hearty, nourishing lunch soon. You'll find it a big success for dinner, too.



TWO  
SERVINGS

**CHEF BOY-AR-DEE FOODS**



SEQUEL

# Stardom for Page

## ACTRESS SHINES AS PREDICTED

Seven months ago LIFE (Sept. 8) took on the pleasant task of reporting that an actress named Geraldine Page, playing in an off-Broadway production of *Summer and Smoke*, was on the "edge of greatness" and might become a "distinguished new American star." Now LIFE finds it even pleasanter to report that the edge-of-greatness girl, by unanimous agreement of Broadway critics, is off the edge and well on her way to stage glory. Not in decades have critics lavished as much praise on any new actress as they have on Miss Page in a new play, *Mid-Summer*. As an idealistic, self-effacing wife, the 28-year-old star achieves the simple but difficult end of all fine acting: you believe firmly in the character she creates; you care greatly what happens to her.



LAST SEPTEMBER LIFE pictured Miss Page studying role in backyard.



A NEW STAR, Geraldine Page sits in her dressing room at the Vanderbilt Theatre papered with congratulatory tele-

grams. Many congratulated her on her rhapsodic critical notices which called her "thrilling," "deeply touching,"



**GOT MY FAVORITE?  
I'LL FLY RIGHT OVER.**



**SERVE YOUR GUESTS  
KING—THE BLEND THAT  
TASTES THE BEST!**



**FOR SMOOTHER, Milder,  
LIGHTER DRINKS STEP UP TO  
THE KING OF BLENDS!**

BLENDED WHISKY. THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 4 YEARS OR MORE OLD. 37½% STRAIGHT WHISKIES, 62½% GRAIN NEUTRAL SPIRITS, 86 PROOF, BROWN-FORMAN DISTILLERS CORP. AT LOUISVILLE IN KENTUCKY.

CONTINUED ON NEXT PAGE





ASHAMED of her ignorance, Lily keeps score for games between husband and child (Jenny Hecht).



ELOQUENT, she persuades clergyman who has a job for her husband that he is not a sinful drifter.



REMORSEFUL, she admits she innocently spent evening with a man while husband was at theater.

BLISSFUL, Lily finds peace in arms of husband— (Mark Stevens) when he finally appreciates her.

## SHE HAS TROUBLES AS LOYAL LILY

In *Mid-Summer* Geraldine Page plays Lily, the wife of a young schoolteacher a half century ago. Too bright for his textbooks, her husband hankers only for a career as song-and-dance man in vaudeville. Lily cares only about making a home for him and their frighteningly precocious 7-year-old daughter. Together they live in a tawdry room in a hotel for show people, and Lily sits by adoring as her husband and daughter overwhelm her by quoting Milton, the Arnold and playing intellectual games. In the end Lily survives the blandishments of a

rich suitor, the mockery of her child and the chiding of a visiting parson. Against all her better judgment she gives up her dream of quiet domesticity and traipses after her husband for the Never Land of the stage. The play itself by Vina Delmar is an appealing enough little workaday vehicle which atones for being undistinguished by being unpretentious. But with her fractured voice and restless body, her pasty face and burning eyes, Geraldine Page rises above the basic bathos of her role, and gives loyal Little Lily stature and nobility.







**MYSTERY BEGAN** when South Bend neighbors noticed near nightfall arrival of carefully concealed object at Mrs. D. M. Strathearn's home. A curious neighbor just "happened to be passing by" but learned nothing despite best efforts.



**MRS. J. C. KLEMPAY, JR.**, salesman's wife, had object in her home for six weeks. Says husband is now convinced women can keep a secret.



**MRS. HAROLD BULL**, executive's wife, admitted the secret was hard to keep. "I was so happy and enthusiastic about it, I wanted to tell everyone!"

# SOUTH BEND SECRET OUT

## Residents Relax as Long Vigil Ends

No doubt about it. Something mighty mysterious was afoot in the normally quiet, even sedate, city of South Bend, Ind. (pop. 115,911). And had been afoot for some months.

Jittery residents reported seeing large, elaborately swathed objects smuggled into neighbors' homes. A few weeks later, they said, the same objects were carefully spirited away.

Speculation on the objects' nature and purpose became almost as heated a topic as flying saucers. And, it might be added, with about as much accuracy—though some old-timers, recalling the 1937 excitement when Bendix Home Appliances introduced the first automatic washer, hit pretty close to the proverbial mark with "the Bendix folks are doing something."

**BENDIX HOME APPLIANCES, Div. AVCO Manufacturing Corp.**



**MOST UNCONVENTIONAL** use of the object was reported by Mrs. John Paul Jones, mother of two small children. She turned it on at bedtime; says this added a glorious, full day to her week.

ADVERTISEMENT CONTINUED ON NEXT PAGE





**MYSTERY UNVEILED** by jubilant General Manager, Judson S. Sayre, of Bendix Home Appliances at huge plant party proved biggest news since the automatic washer. A combination of the automatic washer and dryer in one compact unit, it makes "push-button laundry" long wished for, a fact for the first time.



**STUNNED TOWNSMAN**, Wendell Smith, Oliver Hotel barber, expressed feeling of Bendix-proud South Benders by saying, "By gosh, they've done it again!"



**ENTHUSIASTIC VIEWER**, Mrs. Wilbur Jones, who has long wanted more gardening time, exclaimed, "It's the end of all washday work!"



**ONE ADVANTAGE** of new Duomatic is fact it requires so little space, South Bender here finds it fits even in her tiny kitchen.

## NEW INVENTION FULFILLS 15-YEAR DREAM OF WOMEN

### Combines Automatic Washer and Dryer in One Unit Called Duomatic

Ever since Bendix brought out the first automatic washer 15 years ago, women have been dreaming of a machine that not only washed and rinsed clothes automatically but completely dried them as well. Appliance manufacturers have spent millions in trying to perfect such a machine.

With the new Bendix Duomatic, that dream is now a reality. Like Mrs. Jones, (see preceding page) women everywhere can put the laundry in at bedtime, have it ready to store away or iron in the morning.

Though entirely new itself, the Duomatic utilizes many of the features which have made the Bendix washers so outstanding. Most important to modern homemakers, probably, is the patented Bendix "tumble-action" washing method which has been proved safe for all the new "miracle fabrics" such as orlon, acrilan and dnyel. In addition, the Duomatic features a "Magic Heater" which makes wash water hotter, keeps it hot, gets clothes cleaner. And, because the drying operation needs no venting, the new machine can be placed anywhere desired . . . a prime asset today.

BENDIX HOME APPLIANCES, Div. AVCO Manufacturing Corp.



**WEEK'S END** found South Benders greatly relieved that the big mystery was now solved. They may have relaxed much too soon, however, because still up the Bendix sleeve, says Sayre, are several more important new product announcements.



**BIGGEST NEWS SINCE FIRST  
AUTOMATIC WASHER**

# New **BENDIX DUOMATIC** does everything but iron for you!

turn it on...that's all



clothes come out  
ready to iron or  
put away

**BENDIX**  
DUOMATIC  
Washer-Dryer

**New Duomatic dries as well as washes  
works while you shop...sleep...or just play!**

**INSTALL ANYWHERE**—no vent necessary for drying. No bolting down needed because "Balanced Action" eliminates vibration. And the Duomatic takes just half the space of separate washers and dryers.

**CLEANER CLOTHES**—exclusive Magic Heater makes wash water hotter, keeps it hot, gets clothes cleaner.

**ECONOMICAL**—uses less water and soap than most ordinary automatic washers.

Here's the only laundry unit ever developed to dry as well as wash your clothes automatically in one continuous operation. A single setting of the Duomatic dials and your clothes are thoroughly washed, then completely dried while you're away... while you play... while you sleep. No watching, no waiting, no worrying. You're finished with your washday in seconds.

The Duomatic washes your clothes in warm or hot water... spins water out of clothes evenly, safely... triple-rinses with clean, fresh water... and completely dries them—all automatically. In addition, you have an automatic speed-soak that takes only a few minutes for even the grimeiest clothes.

Before you even consider buying any washer or dryer, you owe it to yourself to see the Bendix Duomatic. See a Free Demonstration.

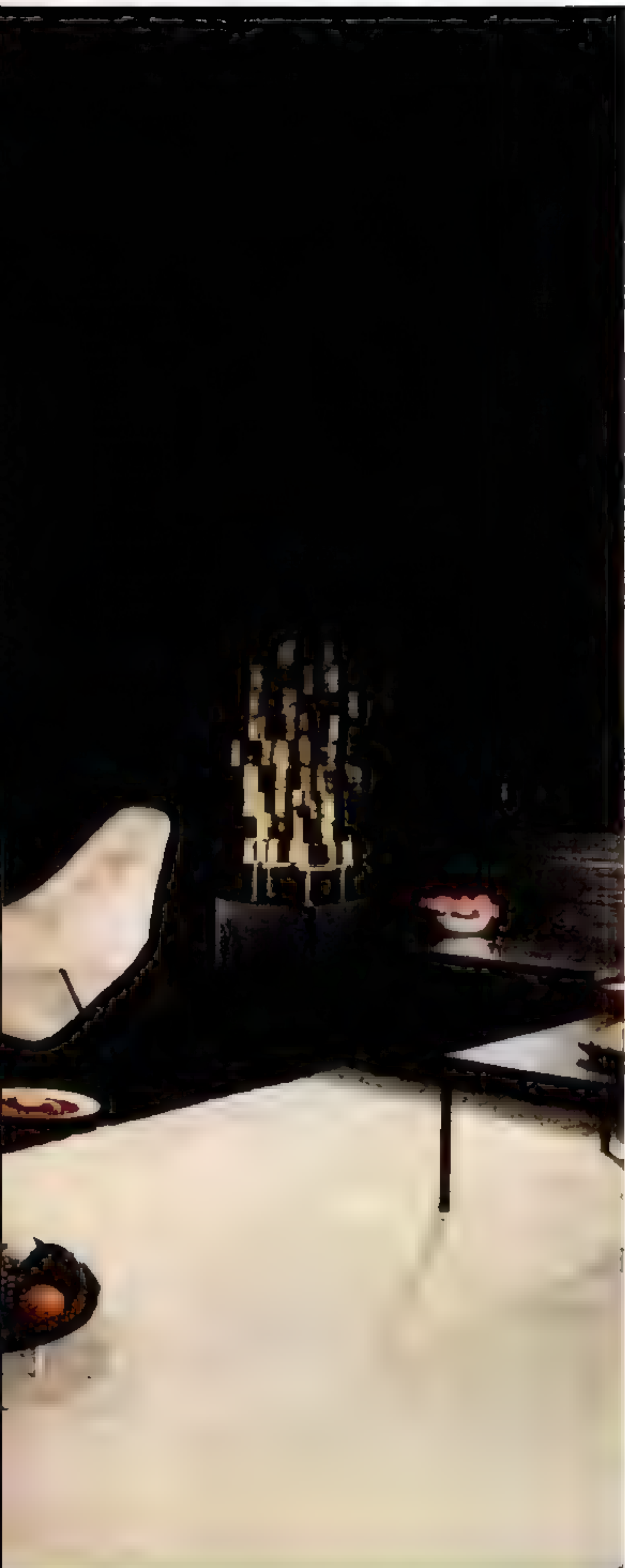




NEWEST KNOLL ROOM was designed for Dallas Museum of Fine Arts. In it new Knoll pieces, such as chaise in foreground by Belgiojoso-Peressutti Rogers

and tables by Florence Knoll stand with Knoll chair and ottoman by Eero Saarinen. On floor are foam rubber cushions. Mobile at center is by Alexander





Calder, sculpture at right by Bertoia. Knolls say "there is too much mud in U.S. interiors," and so, against plain backgrounds, they splash strong colors.



HANS KNOLL, 38, founder of Knoll Associates, sits on teakwood desk in front of a Bertoia sculpture in his Knoll-designed office.

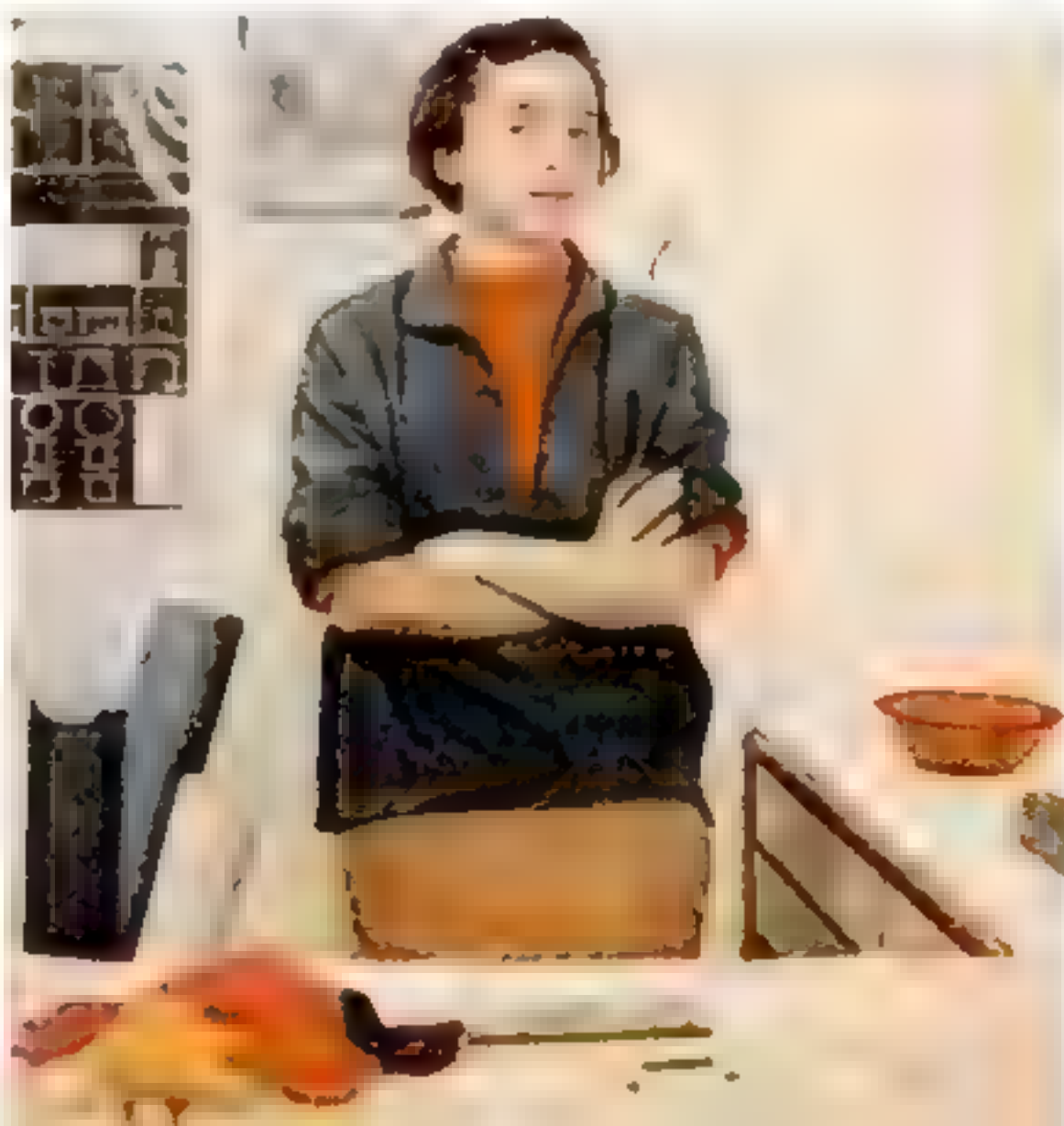
## Drum Beaters for Modern

### KNOLLS USE DRAMATIC DISPLAYS

When Hans Knoll started his firm of Knoll Associates 12 years ago, modern furniture sold skimpily and chiefly in big cities, and most furniture manufacturers depended on traditional pieces to balance their books. But Knoll was stubborn. He decided he would make nothing but modern furniture and fabrics even if he went broke. His obdurate pioneering and insistent drum beating for modern have paid off. The Knoll business now grosses \$3 million a year, and the Knoll name has become, in its own way, almost as familiar as names like Tiffany or Hattie Carnegie.

Right from the start the Knoll operation has been unorthodox. The "associates" are mostly architects and furniture designers—Saarinen and Mies van der Rohe are best known—who, like book authors, are paid royalties for each piece sold. Knoll has half a dozen factories making furniture and fabrics which are sold by 250 stores in the U.S. alone. In addition Knoll designs interiors (*left*) and, in its New York showroom (*following pages*), does a brilliantly dramatic job of displaying its furniture by use of colored panels as backgrounds for its new and old designs. The Knolls have found that the modern chair which most people find too advanced today is what they like to sit in 10 years from now.

FLORENCE KNOLL, 35, who has done many Knoll pieces, came to work for Knoll as a designer, after two years married the boss.





**VAN DER ROHE**, German architect and designer, did the leather and metal chairs at left in 1929. First produced by Knoll in 1913, they are more popular every year. Ottoman is another of van der Rohe designs, all of which are as precisely engineered as a Swiss watch. They are set before one of the screens used throughout Knoll showroom with different colored panels.



**SAARINEN** devised the single and the two-seater chairs in 1946. The first molded reinforced plastic chairs, they have been continuing best sellers in the Knoll line. They have foam rubber cushions and are covered in various colors. Eero Saarinen, most widely known as an architect, is the firm's most popular designer. Overhead is a birdcage sculpture by Harry Bertone.







**BERTOIA** has just designed these new chairs for Knoll. The diamond-shaped shell made of wire, which the Knolls say is especially strong and resilient, is shown in center. The shell is suspended in steel like a cradle, makes a very comfortable seat. Finished chairs, at right and left, have pads made of foam rubber, come with removable covers of canvas or cotton and rayon.



**FLORENCE KNOLL** did these new tables, which are light, strong and simple. They may be combined to form large tables or even benches to sit on. Tops are formica or wood. "Tables," says Mrs. Knoll, "are merely structures to hold things. They should be unobtrusive." On the wall is Bertoia painting. Mrs. Knoll heads planning department for firm, does most interiors.

CONTINUED ON NEXT PAGE





**MAN OF ALL WORK** on Knoll staff is Italian artist Harry Bertoni. Here he sits with his wife and children in furniture he designed, on a scaffold where he is finishing a big steel-brass-silver sculpture for General Motors' Technical Center in Detroit; beneath a marble sculpture (*top left*) which won him; Bertoni also supervises Knoll production technique experiments with new furniture material. Behind him and these modern fantasies above is his venerable Pennsylvania barn.

**PUBLICIST** for the Knolls is Herbert Matter (*left*). Swiss born artist and photographer who designs their catalogs and does their ads. Matter is also a type expert and made the Knoll-K trademark type which he trademarked. Matter shares the Knoll evangel for modern design and like them believes in strong, dramatic, eye-catching displays.

**COLOR SPECIALIST** for the Knolls is Esther Haraszty (*right*), a Hungarian who studied art in Budapest. Behind her are some of the fabrics she has designed. They were made woven in Knoll Long Island factory. Mrs. Haraszty supervises fabric production in the U.S. and abroad for Knoll. She also helps choose colors for rooms and special displays.





# Bourbon de Luxe

KENTUCKY WHISKEY



*Ahoy there, E.S. If you want the finest in bourbon,  
don't just ask for bourbon, ask for Bourbon de Luxe!*



THE BOURBON DE LUXE CO., LOUISVILLE, KY.



"I drink all the coffee I want..."



"I get all the sleep I need!"



**DON'T STOP DRINKING COFFEE...**  
**JUST STOP DRINKING CAFFEIN!**

**L**IKE to stop counting your cups of coffee—and still be sure of sleeping? It's easy—just don't drink caffeine! Remember, it's not the coffee but the caffeine in it that makes many people jittery and robs them of sound sleep.

Do as millions have done and switch to New Extra-Rich Sanka Coffee. It's 97% caffeine-free. And it gives you all of the rich flavor of choice coffees because *only* the tasteless, odorless caffeine is removed.

Get some today . . . enjoy as many delicious cups as you want . . . and sleep tonight!

Products of General Foods



DELICIOUS IN EITHER  
INSTANT OR REGULAR FORM

**New Extra-Rich SANKA COFFEE**

*It's delicious! It's 97% caffeine-free! It lets you sleep!*

## SPORTS



**BEFORE AND AFTER** her polio attack at age of 11, Tenley posed for these pictures which show how she maintained her precocious mastery of skates.

## VICTORY OVER POLIO

**Six years after attack, Tenley Albright becomes first U.S. girl to win world figure-skating title**

Tenley Albright, daughter of a surgeon in Newton Centre, Mass., was a demon skater from childhood. When she was 11 she had an attack of polio, and as treatment for her weakened muscles the doctors prescribed still more skating. A few months after the attack Tenley entered and won the Eastern U.S. Junior Ladies figure skating title. Last week, aged 17 and aiming for greater glory, she went to the Swiss mountain resort of Davos to compete on its superspeedy ice rink for the International Figure and Ice Dancing championship. There were contestants from eight nations, including five Hungarians who had three commissars to watch over them (p. 80).

Tenley took a commanding lead in the women's events in the compulsory figures of the first two days. Then, in subzero cold which made some skaters faint and turned all the judges' noses blue, she went out on free-skating day and, performing some of the most difficult figures in the repertory—double axle (*below*), double loop, double ritberger, double solchow—she ran off with the unanimous award of first place, the first American girl ever to be awarded the title. Unlike some famous predecessors Tenley has no desire to turn professional. She wants to go to Radcliffe and then become a doctor like her father.

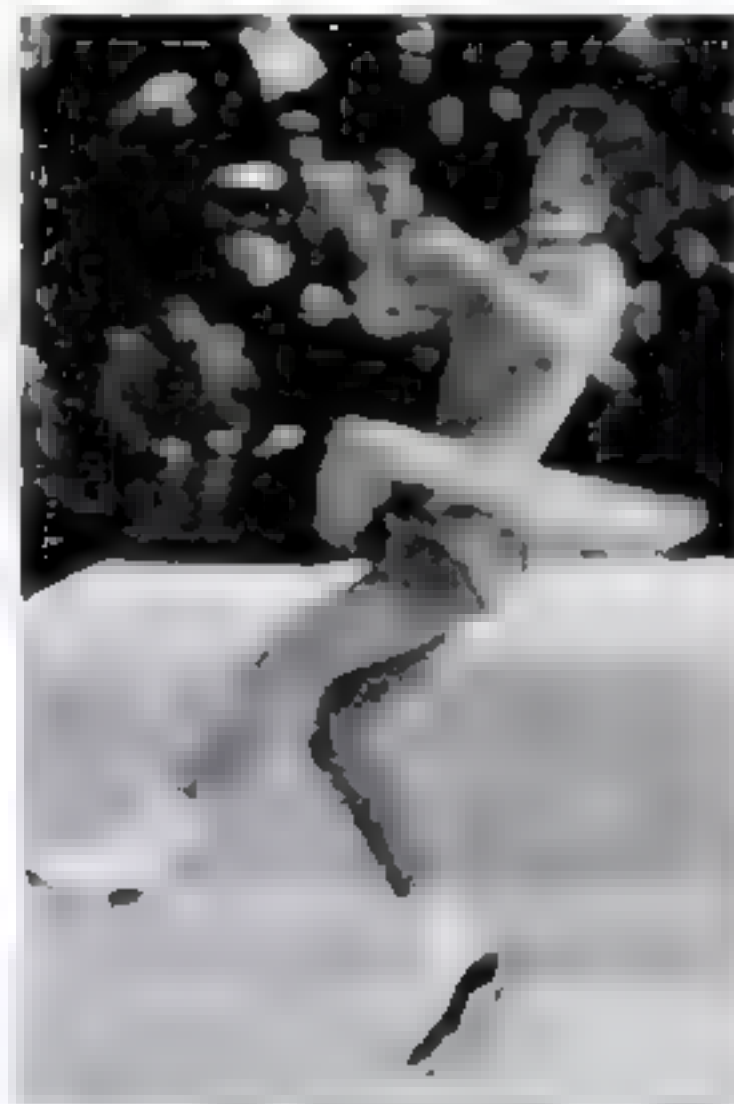
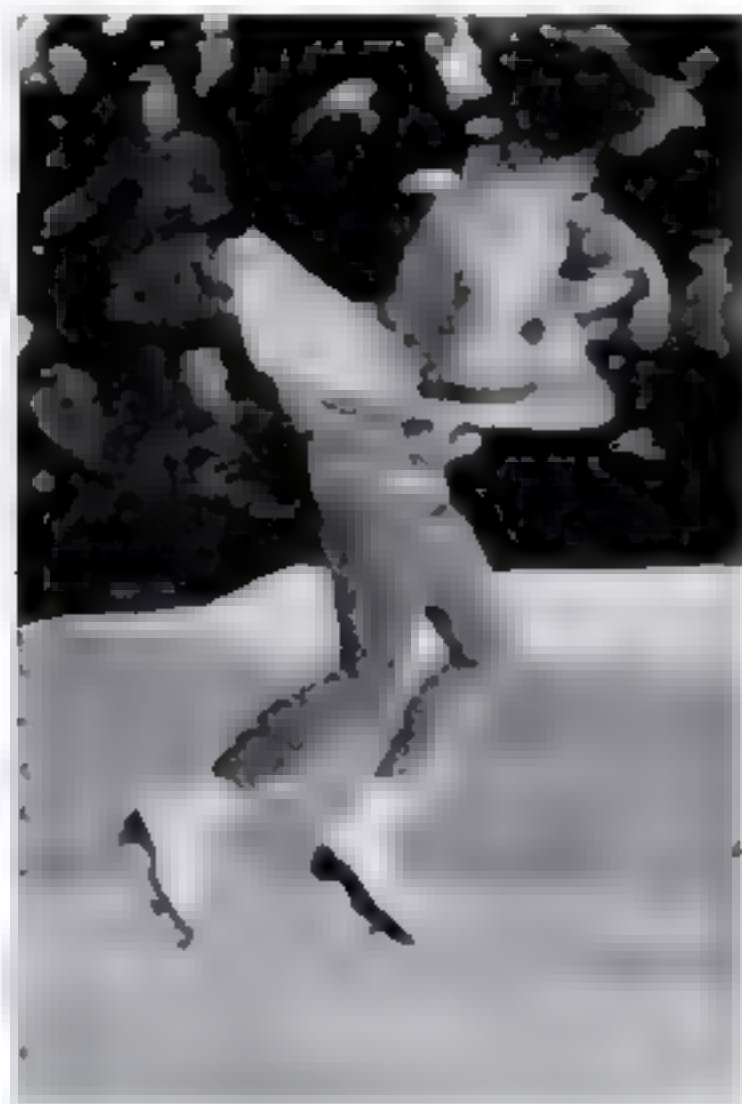
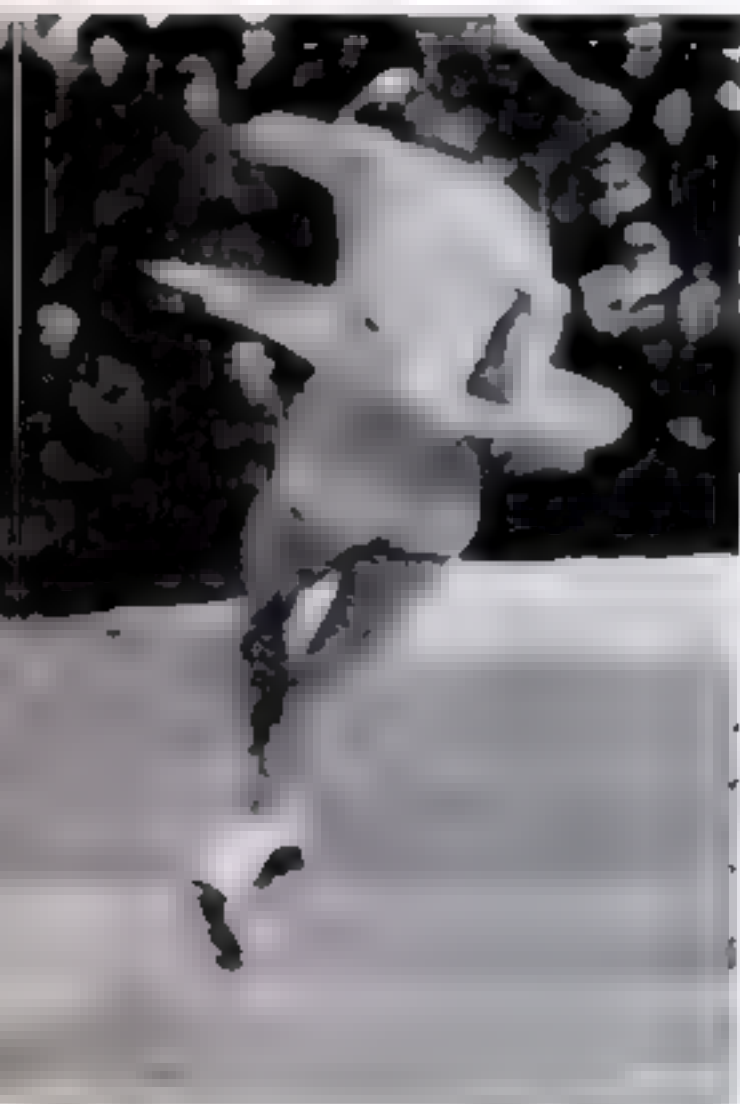


**TENLEY'S PRIZE-WINNING FORM IS DISPLAYED DURING THE COMPETITION**





PRACTISING TO GET USED TO THE RAREFIED AIR AT 4,500-FOOT ALTITUDE, TENLEY DOES A SPLIT JUMP ON THE DAVOS RINK AGAINST BACKGROUND OF AN ALP



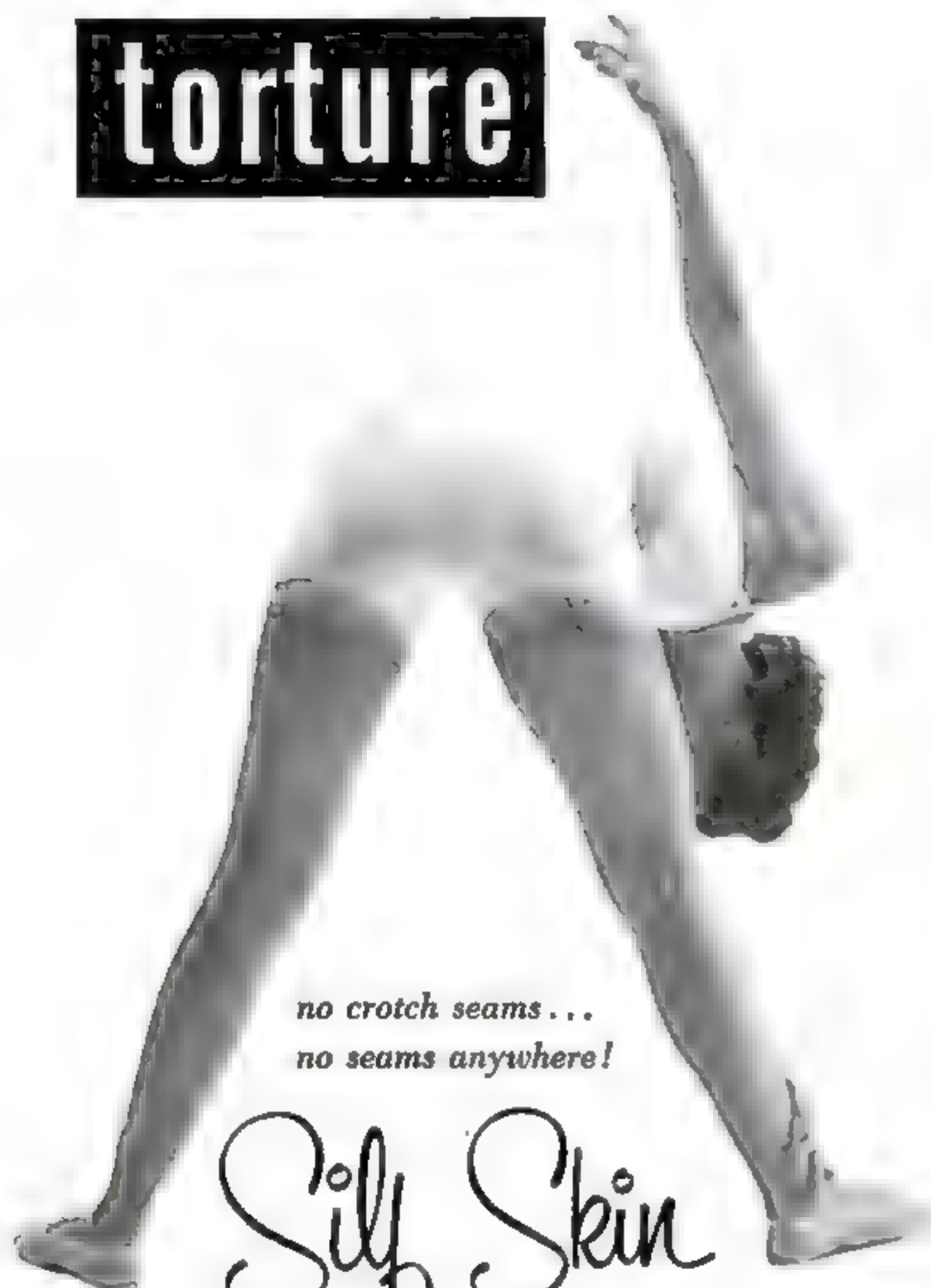
AS SHE DOES LAST, CLOCKWISE TURN OF A "DOUBLE AXLE," A DIFFICULT SKATING JUMP WHICH CALLS FOR TWO-AND-A-HALF COMPLETE TURNS IN MID-AIR



# STOP

chafing-seam

## torture



*no crotch seams . . .  
no seams anywhere!*

**Silf Skin**  
full-fashioned pantie girdle

*enjoy seamless comfort!*

**BE COMFORTABLE** in a Silf Skin pantie girdle — knit from one continuous strand of elastic yarn and, by a new patented process, *entirely without seams!* This lightweight, incredibly powerful fabric is full-fashioned to fit without a wrinkle . . . and preshrunk to hold its shape even after hundreds of washings.

**WHY SUFFER** in an ordinary pantie girdle that's cut and sewed together with bulky 2 and 4 ply seams — irritating seams which chafe, bind, cut and rub in the crotch area.

**WEAR** a figure flattering Silf Skin for smooth, smart, naturally comfortable support. Once you try the *only* full-fashioned seamless pantie girdle in the world — you'll never settle for seams again!

**\$5** at fine stores everywhere (Style #200)

Other full-fashioned Silf Skin girdles and pantie girdles at \$5 (rayon elastic), \$7.50 (nylon elastic), \$10.95 (pure silk elastic).

For name of store nearest you, write  
SILF SKIN, INC., 10 E. 39 St., New York • 510 King St. West, Toronto, Canada

Tenley Albright CONTINUED



**UNDER SURVEILLANCE** of man in the foreground, sent by their government to keep them safe from Western contact, Hungarian pair-skaters practice.



**MERRY WINNERS** meet on ice as Gundi Busch of Germany, second, and Valda O-born of Great Britain, third, give Tenley congratulations and kisses.



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with each carton of  
Canada Dry Ginger Ale

# NEW

### FULL-LENGTH 36-PAGE ADVENTURES OF

# TERRY

## AND THE PIRATES

# 3

 DIFFERENT  
STORIES

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CARTON

1. HOT SHOT CHARLIE  
FLIES AGAIN

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LANDING

3. DRAGON LADY  
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**HURRY!**

GET YOUR COMICS WHILE  
THEY LAST! SEE US ON TV

*Terry & Hot Shot  
Charlie*

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For ADVENTURE in REFRESHMENT...

Switch to **CANADA DRY** GINGER ALE

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*Signature*



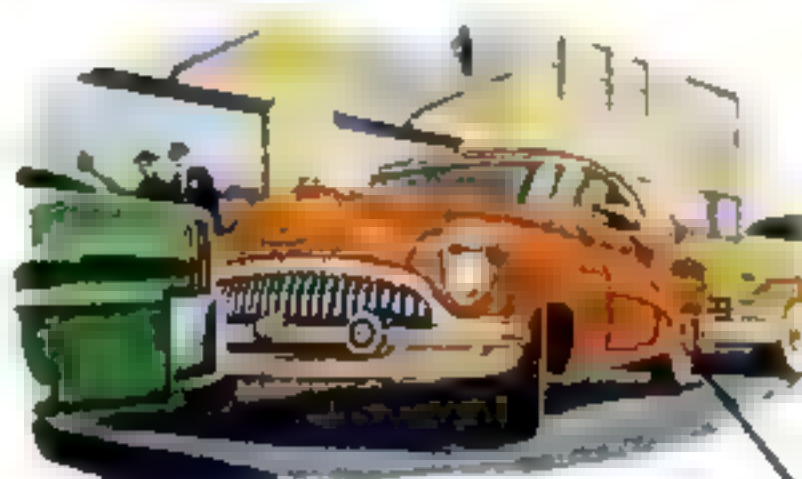
WORLD'S NEWEST



Highest compression ratio of any automobile—plus many other exclusive features



Twin-Turbine Dynaflo puts your car lengths ahead in the first few seconds

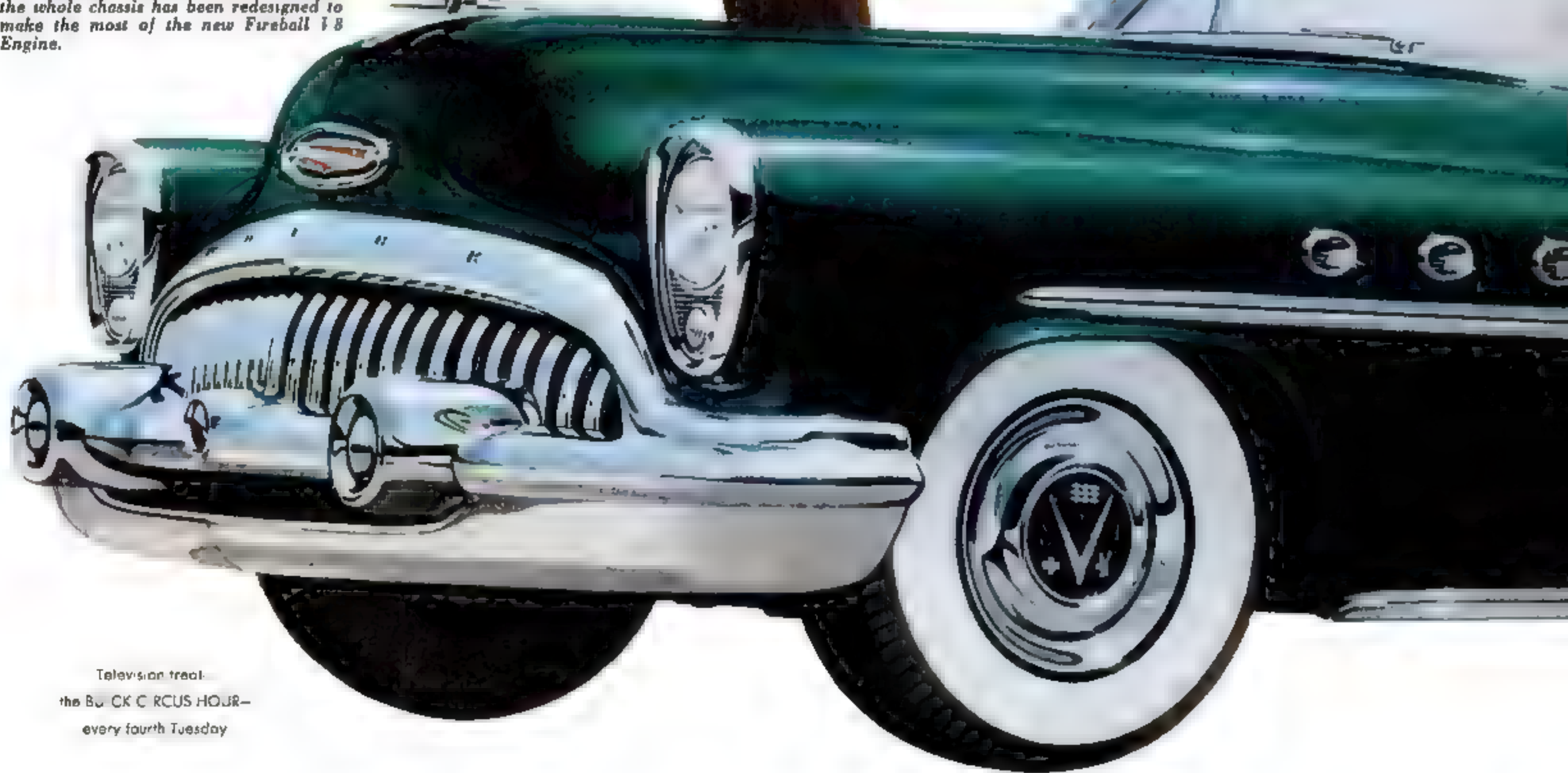


Parking is easier with Power Steering (now standard on ROADMASTER, and available at extra cost on other Series)



You ride with new smoothness—because the whole chassis has been redesigned to make the most of the new Fireball V8 Engine.

*"They're calling it the  
MOST EXCITING CAR  
in 50 years"*



Television treat:  
the BUICK CIRCUS HOUR—  
every fourth Tuesday

SEE YOUR NEAREST



Just to glimpse the sweep of its lines is a fresh experience.

But that gives only a faint hint of what's awaiting you when you do as thousands of others are doing—and slip behind the wheel.

The excitement starts the moment you open the door of this SUPER Riviera. You'll find that the seat-back not simply tips down—the whole front seat slides forward a full four inches to make room so back-seat passengers step easily into the car.

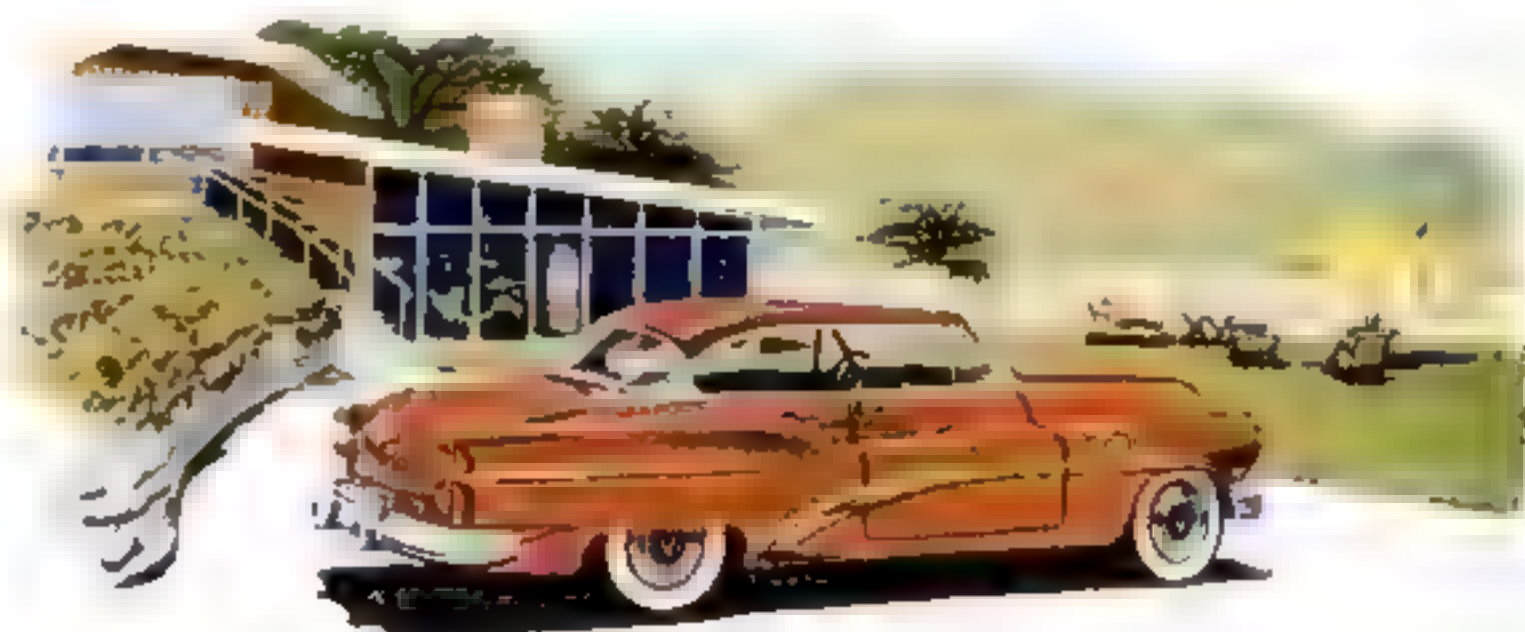
But the driver's seat is for you! So you sink yourself in those deep, soft cushions, flip the switch, nudge the throttle, and touch off the world's newest V8 engine.

We'd like to tell you about a "throaty roar of power"—but there isn't any. This engine goes into action so silently, at such a low idling speed, that it's hard to believe it's doing its stuff up there under the hood.

You set the Twin-Turbine Dynaflo\* in "Drive" and discover something else that's new this year. You can get from zero

to 25 mph with a combination of swiftness, silence and smoothness that no other car can equal.

Exciting? S-a-a-ay—just wait till you try it!



Just wait till you try the soaring smoothness of its power—and the silken smoothness of its ride—the gentle obedience of its wheel and the sure authority of its brakes.

Better yet—why wait? We're right here, eager and anxious to give you the most exciting sample of modern engineering you've tried in years.

\*Standard on Roadmaster, optional at extra cost on other Series.

*The greatest*

# BUICK

*in 50 great years*

Then—Now—Tomorrow—

When better automobiles are built BUICK will build them



## BUICK DEALER





For the likes of you—

## *Emerald Mint*

Imagine how refreshing this Emerald Mint Ice Cream will taste! Filled with bits of peppermint candy. Cool and fresh as the garden mint that flavors it. And *smooth-frozen* with rich cream the special Meadow Gold way! Wouldn't *you* like some—right *now*?

Ask for Meadow Gold in *any* flavor wherever ice cream is sold. In picture packages, bulk-style pints, or extra-thrifty half gallons.

**Meadow Gold is mighty good!**





## FATHER FEENEY'S EXCOMMUNICATION

The final punishment falls on an unruly priest

Every Sunday afternoon, rain or shine, for more than two years a peculiar and frightening demonstration has been repeated on the normally staid and peaceful public Common of Boston, Mass. It begins with a procession of stern, black-suited young men and women (*below*) who march silently onto the Common, sing a few hymns and then begin giving wild and defamatory speeches. Finally their leader (*left*) speaks, pouring out a stream of invective particularly aimed at Roman Catholic Archbishop Cushing of Boston, at Protestants, Jews and the "filthy, adulterous" people who have come to the Common to heckle him.

The speaker is Leonard Feeney, a one-time Jesuit priest and seminary teacher. Four years ago Feeney was expelled from his order and stripped of his rights to preach (*LIFE*, May 2, 1949) for holding that there is no salvation for non-Catholics, and that the Church is too lenient in declaring that worthy non-Catholics may—under certain circumstances—attain salvation. For persisting in teaching these beliefs Feeney was repeatedly reproved by the Boston archdiocese. For continuing to preach them he was told last October to desist from his activities and to report to Rome.

When Feeney repeatedly refused to go to Rome the Holy See acted. Last week, in a public declaration, it announced that Feeney by his "stubborn disobedience" was automatically excommunicated. Refusing to believe it at first, Feeney later began considering a direct appeal to the Pope. Whatever the result, he would probably still continue to orate on Boston Common.

**FATHER FEENEY** speaks from stand under Common's trees, berates audience, calling them "You brood of vipers, you whited sepulchres!" His stand is decorated with painting of the Virgin Mary and a statue of Infant Jesus.

**HIS FOLLOWERS** march off Common after meeting, walking four abreast, their eyes fixed stonily ahead. Occasionally they throw holy water at bystanders, now and then get into heated arguments and fights with them.

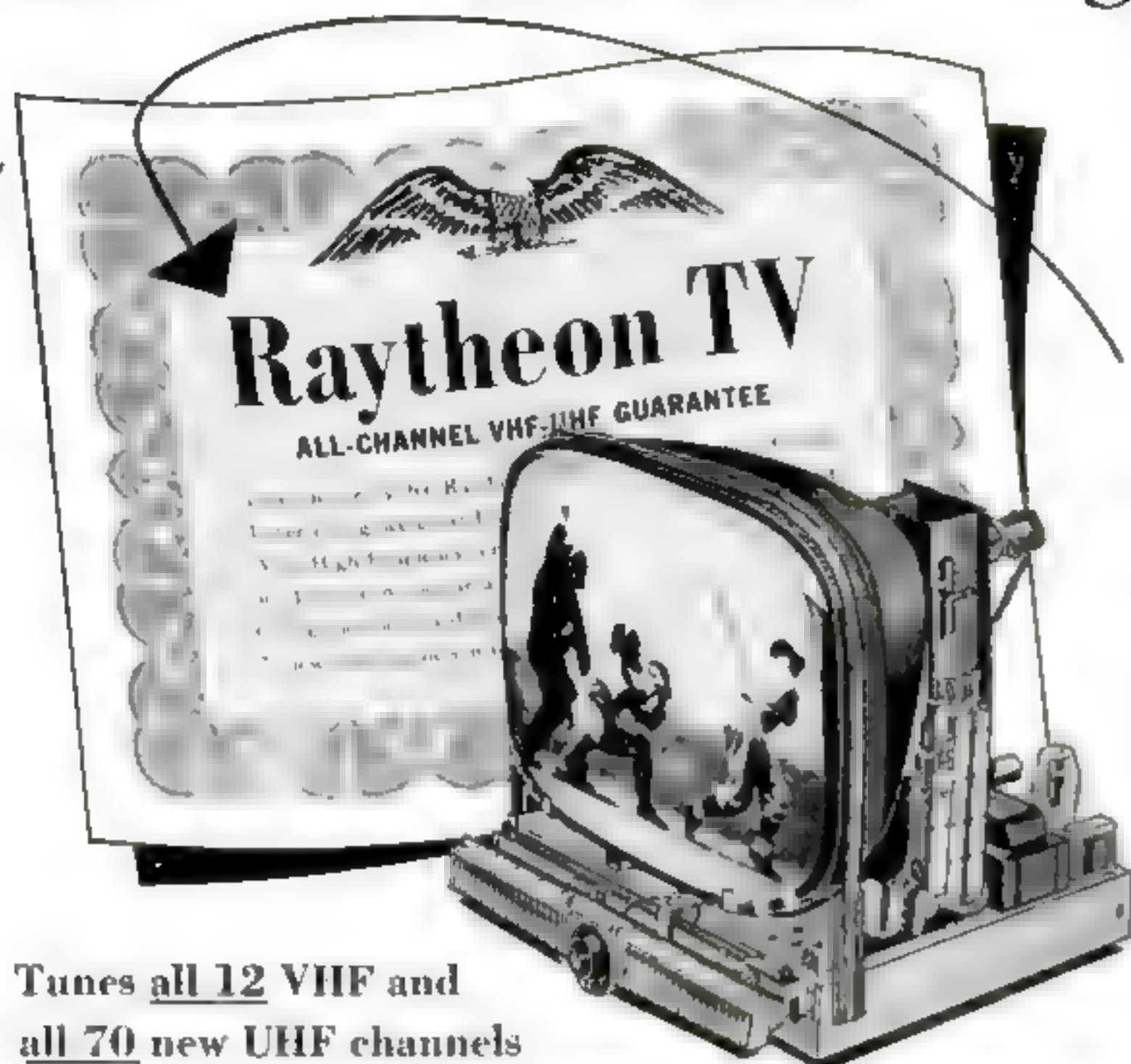




# Raytheon TV

## GUARANTEES

### all-channel VHF-UHF tuning



Tunes all 12 VHF and  
all 70 new UHF channels

**Raytheon is ready now—no strips or converters needed**

Your Raytheon dealer will explain the exclusive VU-matic\* tuner, first to bring in all available VHF-UHF channels. No need to buy costly

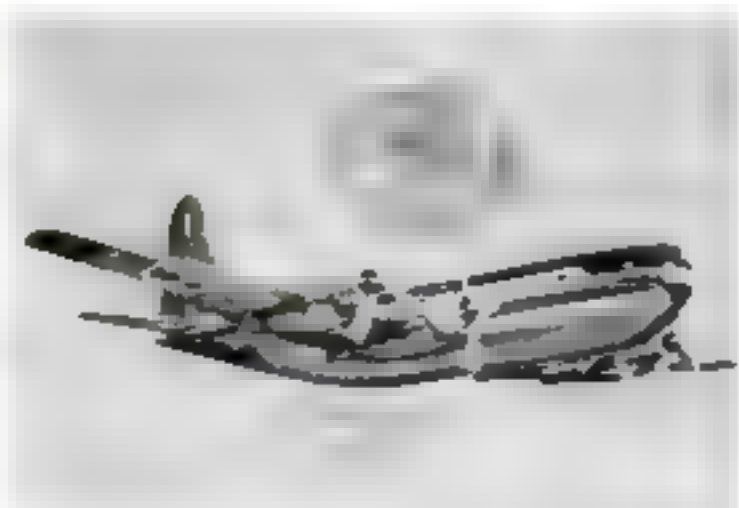
strips or bulky converters. He'll tell you about other big Raytheon plus-points — slide-rule dial, fine cabinet, amplifiers that extend clear picture range far beyond conventional 50-mile limits.

There are no short-cuts in the circuitry or in the 622 component parts of a Raytheon chassis. Buying your first TV set or replacing an old one, this is the year to talk TV with a Raytheon dealer.



**21" COLONIAL**—Authentic Early American cabinet, stunningly styled in warm maple; with illuminated one-knob VHF-UHF tuner, AM radio, tilted anti-glare window, and plug-in for phonograph and earphones.

Raytheon TV from \$199.95 to \$750.00, including federal tax and one-year warranty. Prices subject to change without notice.



**3,950,000 HOUR TEST** by Northwest Airlines proved that "reliable" miniature tubes (CK5654) developed and manufactured by Raytheon out-performed ordinary tubes by 68.93%. \*Trademark

Built **RAYTHEON** Designed  
FOR TODAY... FOR TOMORROW

RAYTHEON MANUFACTURING COMPANY  
WALTHAM 24, MASSACHUSETTS

Father Feeney CONTINUED



**MOTHER**, Mrs. Joseph Uberti, attends Feeneyite services to see her daughter (below). The Ubertis have tried to break into the headquarters of Father Feeney to see Evelyn, and once reported buildings were overcrowded, hoping to get them closed.

## DISCIPLE LEAVES HER FAMILY

Every Sunday Mrs. Joseph Uberti comes with her husband to Boston Common to see her daughter Evelyn. Until Evelyn graduated from high school in 1944 her parents knew her only as a brilliant girl who loved her studies and never cared much about boys. Her parents, devout Catholics, were pleased that Evelyn, too, was devout. Then, as a Radcliffe freshman, Evelyn met the popular, magnetic Father Feeney and she began to change strangely. She refused to see her old Protestant friends and would not even talk to her grandfather, who is Protestant. After junior year at Radcliffe she transferred to a Catholic college, then left before graduating saying, "They are not teaching the right faith." A few days later she left to join the "Slaves of the Immaculate Heart of Mary," a group of male and female followers of Feeney who live in separate dormitories at his St. Benedict's Center. That was in 1949; Evelyn has never returned home. Letters are returned unopened.



**DAUGHTER**, Evelyn Uberti, ignores her mother (top) as she listens to Father Feeney with jaw set. She once wrote her Protestant grandfather, "If you continue to close your eyes to the truth you will make yourself my enemy as well as God's enemy."





## NEW KIND OF SUIT HOLDS ITS PRESS LONGER

**H**AVE you ever wanted a suit that held its press even in damp weather? That was relaxed but not sloppy? That looked as good after you'd worn it as it did in the fitting room? If so, then you want one of those new tweeds or cheviots made of a blend of Du Pont "Orlon" and wool.

These handsome fabrics have the same rugged look that tweeds and cheviots are famous for. They have the same casual lines. But they are

even lighter on the shoulders and richer to the touch. And they tailor beautifully. They are as much at home behind a desk as behind the wheel of a station wagon. Tweeds and cheviots containing "Orlon" acrylic fiber are available now in limited quantities for men and young men. There are different weaves and styles. Soon the quantity will be greater. Until then, it will have to be a case of first come, first served.

*"Orlon" is Du Pont's trade-mark for its acrylic fiber*





# BATS

**The objects of fear—and symbols of good times—they haunt deep caverns**

Few people like bats and when they see them in the twilight of the day, with outstretched wings silhouetted eerily against the sky, the usual reaction is one of fear or horror. But the Chinese welcome bats into their homes and look upon them as happy symbols of luck and good times.

Many of the superstitions about bats have come from the fact that they like to live in ghostly places like deep caves and old deserted buildings. More than eight million bats inhabit one cave near New Braunfels, Texas, clinging to the limestone for a quarter of a mile underground. They sleep in the cave all day and when they emerge at dusk to hunt for food there are so many of them that it takes three hours for them all to come out. LIFE's Photographer Andreas Feininger stood a few feet inside the cave to take the picture at the right. As the bats swirled by him, like a flock of evil sprites, their flapping wings stirred up a wild draft of air and their combined chirping mounted to a great roar. It was, says Feininger, "like being caught in the middle of a hurricane."











**A RABID BAT** is stretched out for examination. Bats have large chests with powerful muscles which move longer than forearms, and the membrane-like wings.

They usually hang by their toes, but on their five-fingered "hands" are strong, well-developed thumbs with long claws which are used for landing after flight.



**DRINKING BLOOD**, a "vampire" laps it from wound in goat's leg which bat has inflicted by biting into hide. Once a small vampire will bite a sleeping human.



**WOUNDED EAR** of a cow bitten by vampire is treated by Mexican doctor. Because of bats, thousands of Mexican cattle had to be inoculated against rabies.





**CLEANING ITSELF**, a bat licks its wing. Bats are fastidious and even clean inside ears.

## MANY ARE BENEFICENT, OTHERS BLOODTHIRSTY

Because of their ghostly habits, bats are sometimes thought of as vampires, the souls of dead men who leave their graves at night to suck the blood of living persons. There is actually only one true vampire or blood-drinking bat, and it lives primarily in the tropics. When there was an outbreak of rabies among livestock in Mexico recently, this vampire bat was found to be the culprit, spreading the disease through his habit of feeding on cattle, goats and other animals. Hundreds of "vampires" had to be killed in their cave homes (*right*) before the epidemic was brought under control.

But the great majority of bats are useful. They are voracious insect eaters, and a colony can consume tons of mosquitoes. They are valuable for medical research into circulatory problems because their wings are so thin that the blood vessels can be easily seen. Their droppings are collected from the huge caverns of the Southwest as a fine fertilizer.

When on the prowl after insects, bats are more agile than most birds, catching their prey in swift dives and sharp turns. To locate insects in the dark, and also to avoid obstacles, bats send out sounds which are too high-pitched for humans to hear but which bat ears can pick up after the sounds have bounced back off from an object—the same principle on which radar works. Bats usually eat on the wing, making a crackling noise with their jaws that sounds like the crunching of an ice cream cone.



**KILLING VAMPIRES**, Mexican workers fire a pile of green leaves in a cave. The bats suffocated from smoke or died from carbon monoxide caused by the fire.





**BONNET** bat or mastiff bat, found in California, has low ears joined across his forehead. Averaging 6.5 inches in length, it is largest and strongest of U.S. bats.



**LEAF-NOSED** bat living in Mexico and southwest U.S., has leaflike projection above nose, papery ears and about the sharpest eyes among the domestic bats.

## BATS CONTINUED



**SPEAR-NOSED** bat, which lives in tropics and eats fruit and small mammals, has pointed flap above his pug nose.

## THEIR GARGOYLE FACES

An old and distinct order of mammal, the bat lived on earth 60 million years ago, long before man did. Today there are more than 2,000 different kinds, some as small as hummingbirds, some with four-foot wing spreads. Several species may live in a single cave but they clump on the walls according to type and do not associate or interbreed with each other. Some types migrate south in the winter like birds; others hibernate in their caves. Between sleeping and hibernating, some bats spend five sixths of their lives in the darkness of their homes, living upside down.

In the spring, when their maternal period approaches, the females form colonies separate from the males. They give birth by reversing their usual position, curving their tail upward to expand the membrane so that there is a nestlike cavity to receive the young. Each female usually gives birth to only one baby a year. Infrequently she may have twins. For the first few weeks after birth the baby clings with its backwardly hooked milk teeth to the mother's fur and breasts, traveling about with her on her excursions for food. But when the young are big enough to grip by their own toes, the mother simply leaves her baby up on the cave ceiling. When the mother returns she identifies her child both by its smell and the sound of its screeching. But if one of the tykes happens to fall on the floor in her absence, it is out of luck, for the mother will probably abandon it, either because she cannot pick up the baby or does not recognize it.



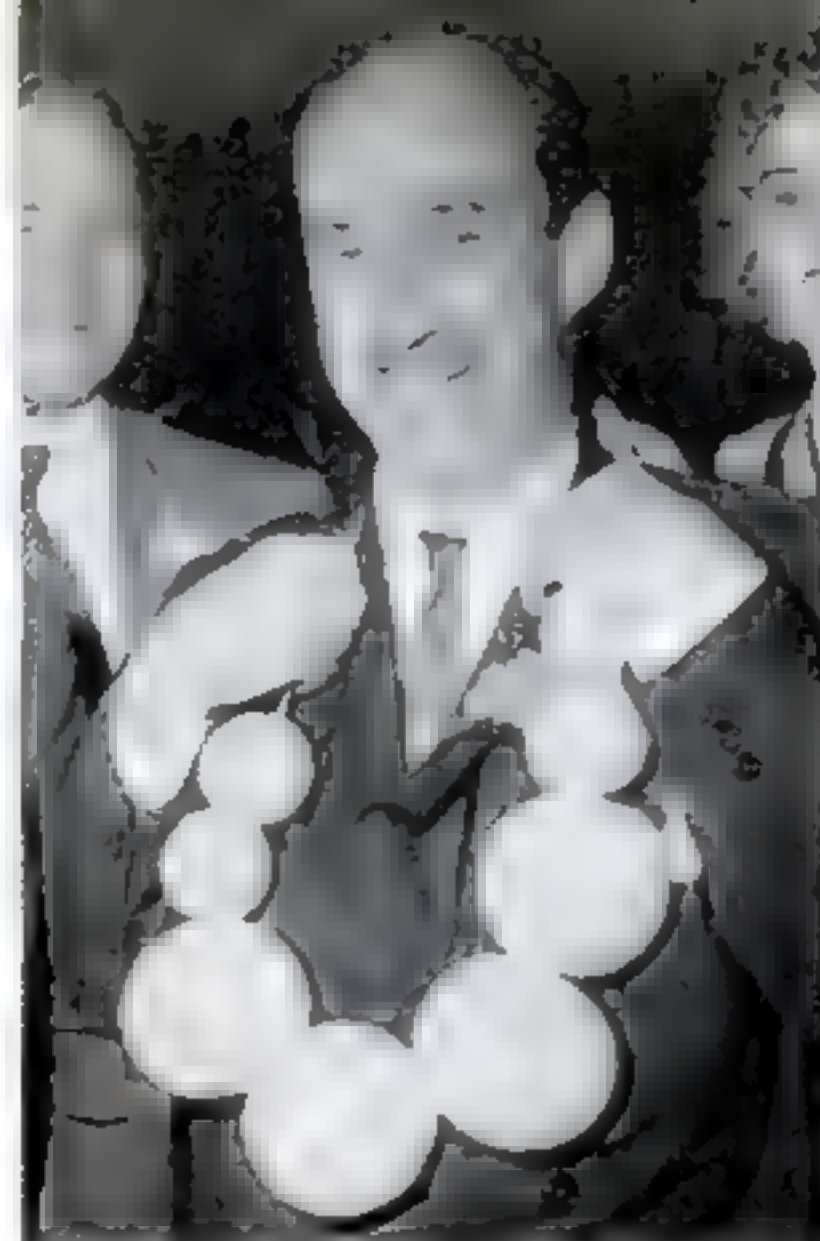
**VAMPIRE**, a small bat only about four inches long, punctures the skin of his victims with sharp, curved teeth.

**LUMP-NOSED** bat, found in southeastern U.S., has bulbous nose and enormous ears which look like ram's horns when coiled against head during sleep. →

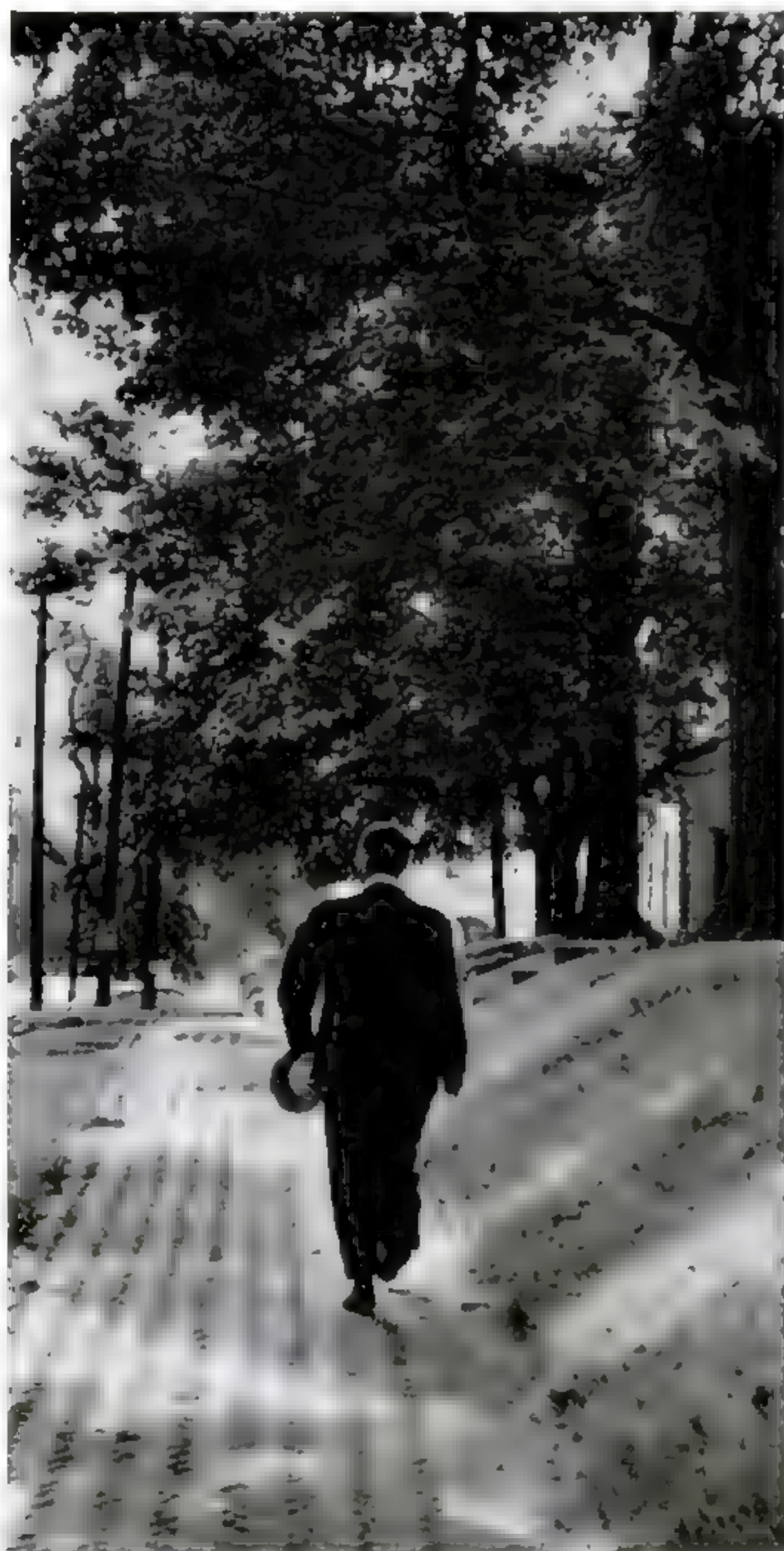








MEMENTOS OF HIS "GLORIOUS ODYSSEY" ILLUSTRATE RIGORS OF STEVENSON'S CAMPAIGN (FROM LEFT): OUTDOOR SPEECHES IN THE RAIN; SILLY HATS;



A LAST QUIET MOMENT was enjoyed by Governor Stevenson walking alone up a street in Springfield, Ill. a few weeks before the Democratic convention.

# CANDIDATE

Did he have deal with Truman? Should

by ADLAI E. STEVENSON

*Adlai Stevenson, who received the largest vote of any defeated presidential nominee in U.S. history, also received thousands of letters and telegrams asking searching questions about his campaign. Now, in his first post-election article, he gives his answers, together with his appraisal of the campaign and a summation of his political philosophy. This document will be incorporated in the introduction to Major Campaign Speeches of Adlai E. Stevenson, 1952, to be published by Random House next month (\$3.50).*

**I** SUPPOSE we have contrived few more exacting ordeals than a presidential campaign. You must emerge, bright and bubbling with wisdom and well-being, every morning at 8 o'clock, just in time for a charming and profound breakfast talk, shake hands with hundreds, often literally thousands, of people, make several inspiring, "newsworthy" speeches during the day, confer with leaders along the way and staff all the time, write at every chance, think if possible, read mail, newspapers, talk on the telephone, talk to everybody, dictate, receive delegations, eat, with decorum—and discretion!—and ride through city after city on the back of an open car, smiling until your mouth is dehydrated by the wind, waving until the blood runs out of your arm, and then bounce gaily, confidently, masterfully into great howling halls, shaved and all made up for television with the right color shirt and tie—I always forgot—and a manuscript so defaced with chicken tracks and last-minute jottings that you could not follow it, even if the spotlights weren't blinding and even if the still photographers did not shoot you in the eye every time you looked at them. (I have often wondered what happened to all those pictures.) Then all you have to do is make a great, imperishable speech, get out through the pressing crowds with a few score autographs, your clothes intact, your hands bruised, and back to the hotel—in time to see a few important people.

But the real work has just commenced—two or three, sometimes four hours of frenzied writing and editing of the next day's immortal mouthings so you can get something to the stenographers, so they can get something to the mimeograph machines, so they can get something to the reporters, so they can get something to their papers by deadline time. (I quickly concluded that all deadlines were yesterday.)

The next day is the same.

But I gained weight on it. Somehow the people sustain you, the people and a constant, sobering reminder that you are asking them to entrust to you the most awesome responsibility on earth. It was a glorious, heart-filling, head-filling odyssey for which I shall be forever grateful to my party, to my staff and to my fellow Americans. Their faces are a friendly, smiling sea of memory stretching from coast to coast. Bitter, ugly, false things were said and written during the





ORANGE-GRAPEFRUIT LEL; A SLEEVE YANKED OUT BY ADMIRERS; UNWIELDY GIFTS; A CONFEDERATE FLAG; EMBARRASSING GREETINGS; AND UTTER EXHAUSTION

# TELLS CANDID STORY

he have pledged Korea trip? Was he too high-brow? Defeated nominee replies

campaign, I know, but not by those people. Millions of them believed in me and in my party and voted for Senator Sparkman and me. Thousands even wrote gracious, flattering letters, after the election, explaining why they did *not* vote for me. They seemed to feel they owed me an explanation. I was touched and flattered, but I confess the thought occurred to me now and then that a little "X" in the right place on the ballot would have been so much easier than a long, thoughtful letter!

There was mirth mingled with the misery all along the way. They shouted, "Good old Ad-lie!" If you run for office and have a slightly unusual name, let me advise you either to change it before you start, or be prepared to take other people's word for it. And I shall not soon forget about the woman in the crowd in San Francisco who reached into the car to shake hands with me, and not long after discovered that she had lost her diamond ring. Nor will I forget the warm welcome I received on a whistlestop in Bethlehem and my thanks to "the people of Allentown." My only hope is that *they* forget it! Again, out West, I warmly endorsed the impressive chairman of a meeting as a candidate for Congress, only to discover that he was not running for Congress or anything else.

Why was I defeated? Do I regret the kind of campaign I tried to conduct? Why was I the Democratic candidate? What is my political philosophy? Why am I a Democrat? What is the future of the Democratic party? All these and many other questions I have been asked.

I am a Democrat because I believe that the Democratic party has been faithful to the people as a whole, and to the root concept of equal rights for all and special privileges for none. And I believe that over its long history the Democratic party has been much more alert and adaptable to our needs, be they defenses against economic misfortune or the realities of the uneasy world about us. I believe that properly informed, continuously and accurately informed, the people will know best in the long run, better than any one of us or any group of us, better than Alexander Hamilton's "wealthy and the well-born" or Karl Marx's "proletariat."

The Democratic party has survived the Federalists, the Whigs and all manner of less enduring parties because by and large it has clung to the broad concept of a people's party. I hope it will not become just a labor party, or a farmer's party, or a minorities party, or a small business party, or reflect predominantly the views and economic interest of any group in our society. When it does, it will fail in its historic mission as a means to an end—as a mechanism for the expression of general opinion and for the development of public policy for the attainment of the basic program of a truly democratic society—the always imperfect but ever-expanding well-being and freedom of *all* the people.

I have been asked why I went into politics. To answer this question I must go back to the fall of 1943, when I headed an economic mission to see what should and could be done about devastated, hungry,

confused Italy behind the Allied armies, then painfully fighting their way up the peninsula.

I think it was in Naples on a wet, cold night in that ugly winter that I naively asked Ernie Pyle if the GIs up at the front were much interested in the soldier-vote legislation I had just been working on in Washington as assistant to Secretary of the Navy Frank Knox. Ernie looked at me incredulously. "No," he said, "I don't think so, but I can tell you what they *are* thinking about. They're thinking about a dry spot where they can place their bottoms and wring out their socks." Later I went up there in the blood and mud of the Liri Valley and saw for myself. He was right.

Somewhere, there in Italy, I think, I read about a public-opinion poll which reported that some seven out of 10 American parents disapproved their sons' going into politics or public service, or something like that. From what I had already seen of the war at home, in the Pacific, in the Mediterranean and from what I was still to see in Europe, I have often thought of that little morsel of news: fight, suffer, die, squander our substance, yes; but work in peacetime for things we die for in war, no! There seemed to me something curiously inconsistent about the glorious, eager, uncomplaining sacrifices of war for the security of our homeland and its cherished institutions and the active distaste of so many respectable people for peacetime participation in the politics and service of that homeland and its institutions. Die for them—yes; work for them—no. Small wonder, I thought, that our "politics" is no better, and great wonder that it is as good as it is.

A year later, in the autumn of 1944, I was in England and along the Western Front in France and Belgium on an Air Force job. Standing one day—wet and cold—in Eschweiler, a battered little German town near the Ruhr River, I thought of Italy, just a year before, wet, cold and bloody too; of the South Pacific the year before that, hot,

CONTINUED ON NEXT PAGE



THE AUTHOR RELAXES at Barbados in the West Indies, where he went to recover from the ordeal of the campaign. It was here that he wrote this article.



# Cooling, Refreshing Palmolive After-Shave Lotion Soothes Your Face from Shave to Shave!



**REFRESHES AND INVIGORATES!** Your face feels extra cool and clean the moment you use Palmolive After-Shave Lotion! Takes the sting out of the closest shave—helps prevent infection of tiny nicks and cuts.

**SOOTHES FROM SHAVE TO SHAVE!** Tests prove that Palmolive After-Shave's emollient ingredient penetrates outer skin surface to help keep your face feeling comfortable and soothed till your next shave—24 hours later!

**IT'S A GREAT UNDERARM DEODORANT, TOO!** Here's the ideal combination for a man's deodorant. One: Bracing outdoor aroma. Two: A special ingredient to destroy bacteria that cause odor. Try it—tomorrow!

**Cools in Seconds... Soothes for Hours!**



BIG  
5-OZ. SIZE  
**59¢**  
also deodorant  
**\$1.00** SUGG.  
all plus federal  
tax



**TOURING BATTLE AREAS** in World War II, Stevenson (standing, far right) accompanied Navy Secretary Frank Knox (standing, second from left). His impressions of war made him decide to enter politics and work for peace.

## STEVENSON CONTINUED

steaming and bloody; of North Africa, West Africa, the Caribbean, and all the places I had been, all the things I had seen, like the soldiers there in Eschweiler, moving up to the lines, and the ambulances moving back. I thought of the ghastly burns I had seen long before on those "Pearl Harbor boys" in the rows of white beds in California. I thought, too, of how the desperately wounded little Japanese prisoners had struggled to sit up and bow in a stinking, suffocating hospital hut in a cocoanut grove on the other side of the war-wrenched globe.

Was this the everlasting destiny of man, indicted for his stupidity and sin, convicted, sentenced forever to kill or be killed? No, it would end soon. "The weather is too bad for tactical flying," the officer was saying, "but the Eighth Air Force will be over tonight to flatten some more of Berlin, I suppose." And beyond, I thought, was the Russian juggernaut pounding, grinding toward us; the noose was tightening—yes, it would be over soon; and then we must start on something better; pick up where Wilson left off, with a broken heart and a broken body, and push on to end this bloody business before it ends us all. What was it Wilson said in his sorrow with the prescience of revelation? "I can predict with absolute certainty that within another generation there will be another world war if the nations of the world do not concert the method by which to prevent it. . . ."

It was not a long reverie, just a moment there near the command post, in December 1944.

Back home, when I was asked to come into the State Department to help out "for a few months" with the United Nations planning, I accepted.

Instead of a few months I stayed a year. Following the San Francisco Conference I was chief of our delegation to the Preparatory Commission of the U.N. in London. It was the most exciting, interesting and in many ways the most important interval of my life. After more than three years of preoccupation with war, the satisfaction of having a part in the organized search for the conditions and mechanics of peace completed my circle.

I went back to Chicago, my family and law firm, in March 1946. President Truman asked me to serve on our delegation to the United Nations that fall and I spent three more sleepless months at the General Assembly in New York. He appointed me again in 1947, and for another three months I worked with our delegation in New York, an interval which confirmed with finality misgivings I sorrowfully expressed early in 1946 about Russian intentions.

In December 1947 some of the Democratic leaders asked me to run for governor. This was a new departure. I had never run for office, had never wanted any, had never been active in city or state politics and knew almost none of the party leaders in Chicago or downstate. Moreover, 1948 did not look like a very good year for Democrats anywhere, let alone in Illinois, where only three had been elected governor in 90 years. But I accepted. Why? I don't know exactly; perhaps it was Father and Grandfather Stevenson and Great-Grandfather Fell who had all served Illinois; perhaps it was restlessness about settling down again after eight feverish

**CONTINUED ON PAGE 28**

*Shirley Kret*  
DESIGNS  
**PAIR-OFFS**

**...because Anna... want the...**

**TUBINYL®** double concealing skirt, guaranteed permanently pleated, black, brown, navy, white

**TUBINYL** convertible tubpleat\*\* blouse about 9.00, guaranteed permanently pleated, all white; white, blue, maize, and navy with contrasting trim, sizes 10-18 • skirt tiny, typical, full lengths

\*TUBINYL ITM: acetate-and-nylon blend • guaranteed hand washable  
\*\*TUBPLET: permanent pleats • guaranteed hand washable

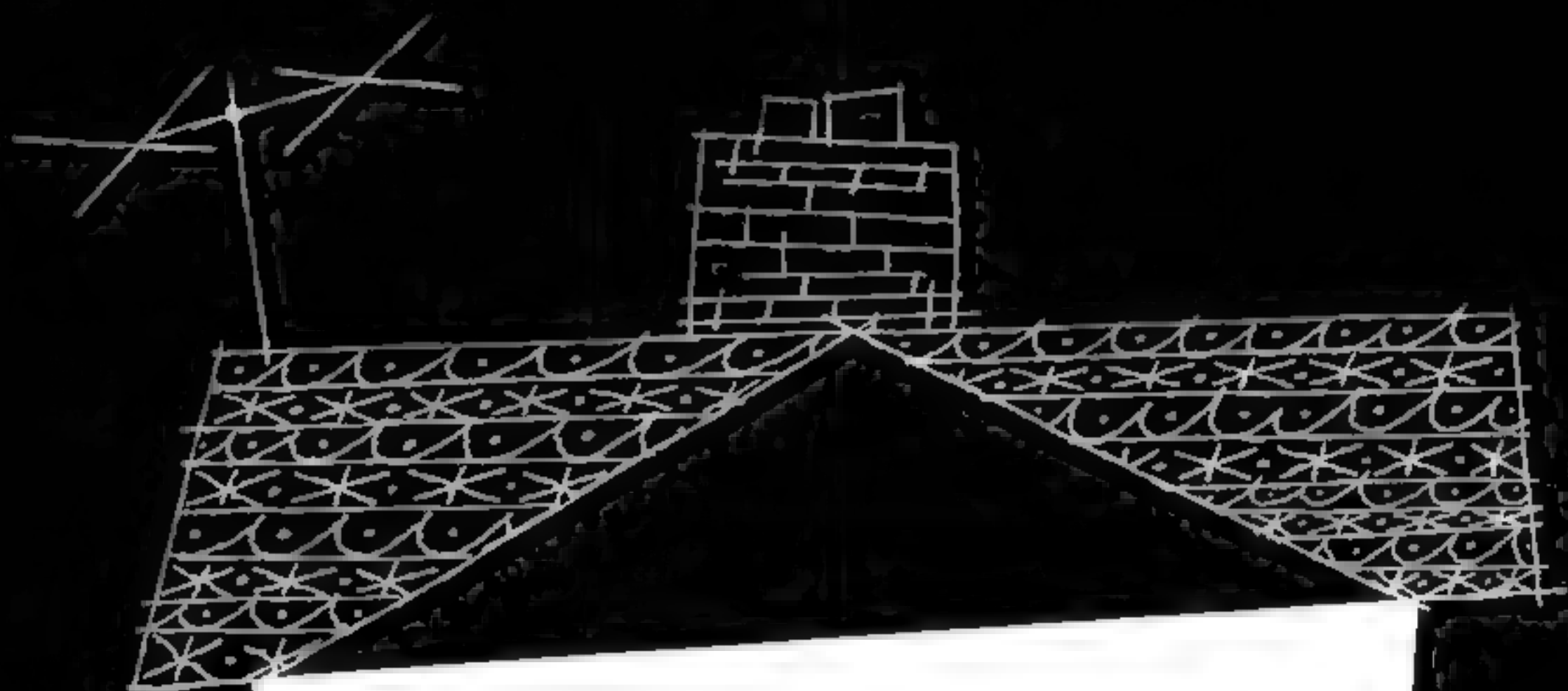
Where is a dealer in your city? send no money, please

*Kret of California*  
DEPT. L • KRET OF CALIFORNIA BLDG. • 611 MISSION STREET • SAN FRANCISCO 5, CALIFORNIA

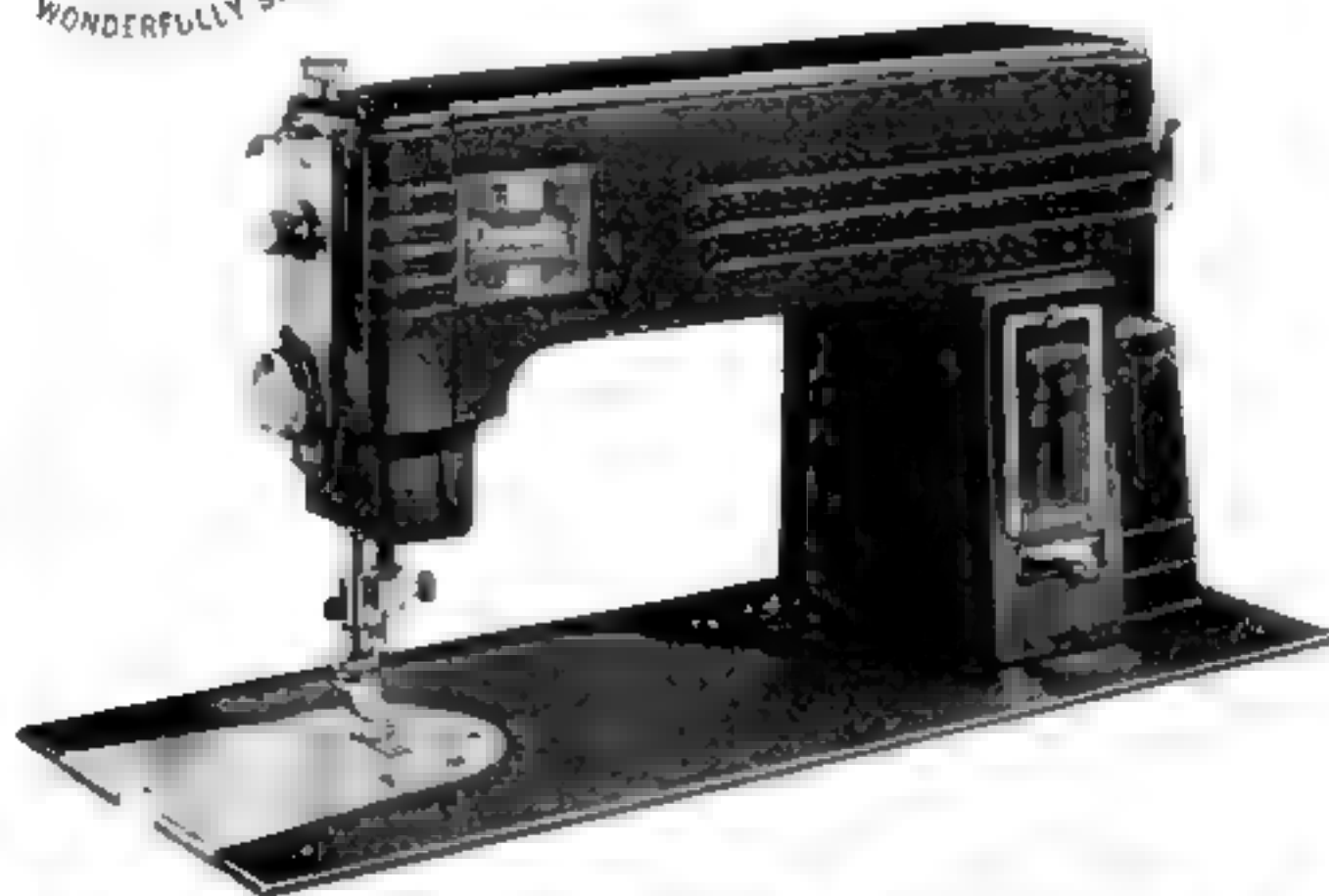


# Domestic

## SEWING MACHINE



WONDERFULLY SIMPLE...SIMPLY WONDERFUL...



In every room in your home, have nicer things  
for less money...sew easily...like an expert!

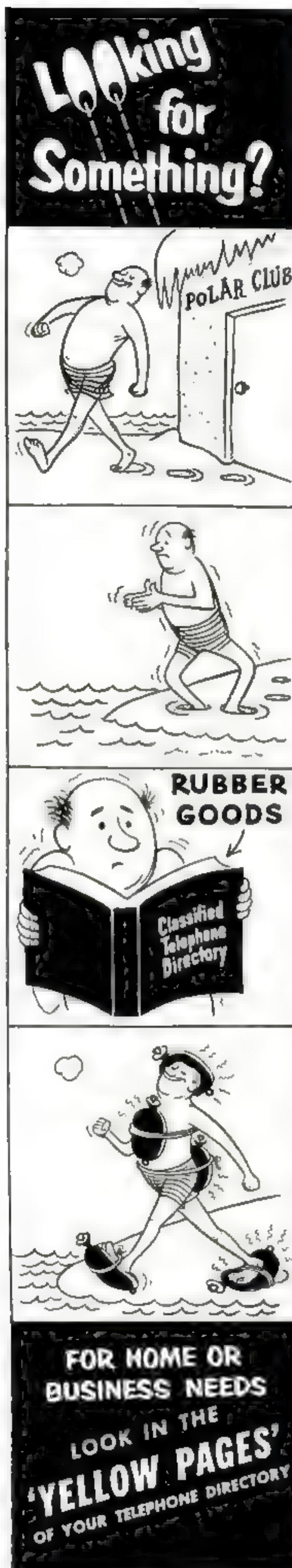
40 portable and  
furniture models  
from \$69 to \$369  
in 6200 stores

# Domestic

## SEWING MACHINE

Made in America Since 1868 by Domestic Sewing Machine Co., Inc., Cleveland 1, Ohio





years of war and peace; perhaps it was the encouragement of some determined friends . . . and perhaps the public-opinion poll I saw in Italy had something to do with it.

Anyway, I did it. I worked at it day and night, from January to November, and was elected by the largest majority in the state's history. There followed four years of toil in Springfield, more rewarding and satisfying than I had dreamed possible. The governorship of a great state is an education in politics, people and public administration that has few counterparts in American public life. And there I quickly discovered that in a political job there are usually two ways to do things: the politically expedient way or the right way. Sometimes they do not coincide but in the long run the right way is the best politics.

How did I happen to be nominated for president when I did not seek the nomination and did not want it? In late December 1951, I decided after long reflection on the trials and hazards, the changes and chances of political life, to run for governor again. Very shortly articles began to appear about me as a Democratic presidential possibility, seldom taking any note of the fact that even if I wanted the nomination I was already committed to run for governor.

All winter and spring people were coming to Springfield and telephoning from all over the country—newspapermen, columnists, commentators, political leaders, friends, leaders of organizations, etc., etc. The mail became a real burden. First it was exhortation to announce my candidacy and enter primaries—"fight for the nomination." To all, my explanation was the same: I was a candidate for governor of Illinois.

Later the pressure changed. It was no longer "Will you be a candidate for the nomination?" but "Will you accept the nomination if tendered to you?" This was more difficult. If I said "Yes," publicly or covertly, it would start the draft movement in earnest. If I said "No, under no circumstances," how would it reconcile with all my preaching about public service and politics? How could I foretell then, long before the convention, what manner of deadlock and bitterness might develop to the lasting damage of my party? And, finally, could anyone in good health and already in public life refuse the greatest honor and greatest responsibility in our political system? So I concluded to keep still and say nothing more to anyone, contenting myself with confidence that no one could in fact be drafted by a modern convention against his often expressed wish.

### Taft, yes; Eisenhower, no?

ALL this time, from January to July, I read stories speculating that I wanted to run if Senator Taft was nominated by the Republicans, but not against General Eisenhower; that I was being coy and playing hard to get; that I had promised President Truman to run if he did not, etc., etc. And only occasionally did I see anything suggesting that I meant what I said and that another term as governor of Illinois really was the full measure of my ambition.

Before the convention opened I asked a caucus of the Illinois delegation not to nominate me and not to vote for me if nominated. At the opening of the convention, I made a welcoming speech as governor of the host state. Something of a demonstration followed; so, after one more appearance in the hall, I stayed away on the other side of the city. Hearing that Archibald Alexander, candidate for senator in New Jersey, or Governor Schricker of Indiana might nominate me, I called them both by phone and asked them not to. Alexander agreed, but my esteemed friend Governor Schricker rebelled—and a very good nominating speech he made, too!

Contrary to the impression of some, I had no understanding whatever with President Truman at any time that I was available. To set at rest still another rumor, I think my friend, Colonel Arvey, the national committeeman from Illinois, would testify that during those six months I repeatedly urged him to do nothing in my behalf and repeatedly he assured me he neither had nor would.

In the circumstances that I have here attempted hastily to sketch I was nominated and accepted the nomination, at about three o'clock on the morning of July 26. And I was delighted with the selection of a very uncommon American, Senator John Sparkman of Alabama, as my running mate.

The delegates went home, most of them, I suspect, a little bewildered about the unknown, reluctant dragon they had just nominated. I went to Springfield, there to contemplate the wreckage of my hopes to run for governor and the problems of a highly

CONTINUED ON PAGE 100

Now **more** tobacco in every tin!

**PRINCE ALBERT**

Mild! Tasty!

**CRIMP CUT**  
LONG BURNING PIPE AND CIGARETTE TOBACCO

MORE MEN SMOKE

**Prince Albert**

THAN ANY OTHER SMOKING TOBACCO

R. J. REYNOLDS TOBACCO CO., WINTHROP, N. C.

Keep **BREATH** daisy **FRESH**

**F&F** DELICIOUS **CHLOROPHYLL**

**MINTS**

Take no chances! Eat a delicious F & F Chlorophyll candy Mint after every meal. Relieves bad odors originating in the mouth. for big roll at your candy counter

**10c**

**COUGH RELIEF**  
Quick as a Wink

**F&F** **COUGH LOZENGES**

at your candy counter **10c**

F & F Cough Lozenges give quick relief from coughs due to colds. Really medicated. Soothes throat. Reduces irritation. Try the delicious New **CHERRY** flavor





**MOST DRAMATIC MOMENT** in TV commercial is caught by camera as it dollies in for close-up. Demonstrator wipes Pride's famous "haze" off the table. Surface gleams instantly with no rubbing.



**PRODUCER ROBERT MONTGOMERY** provides an audience of over 15 million for the commercial on his top-rated, 1-hour drama program.

## TOP TV COMMERCIAL

**1-minute announcement of  
new kind of furniture wax  
makes it top seller overnight**

Monday nights, attracted by "Robert Montgomery Presents" on NBC-TV, thousands of women get convinced that they should try Johnson's Pride, a new furniture polish that actually waxes without rubbing.

What accomplishes this feat is a short, fact-packed 60-second commercial that hits its audience like a bomb.

Women who have never heard of Pride before are yanked to attention by the dramatic way Pride demonstrates its virtues visually. By now, Pride is the best-selling furniture wax or polish in America.

This tight little commercial had hours of writing, producing and directing know-how behind it. Some of the scenes that are changing the furniture-waxing habits of American housewives are reproduced on this page.

© 1953. "Johnson's" and "Pride" are registered trademarks of S. C. JOHNSON & SON, INC., Racine, Wis.



**"TIGHT CLOSE-UP"** shows Pride's exceptionally easy application. Clean cloth saturated with Pride is merely wiped over furniture surface.



**COMMERCIAL CLIMAXES** when Pride dries, is whisked off with no rubbing, leaving a rich, gleaming wax luster. Pride "sells itself" at this moment.



**CLOSE** on Pride bottle reminds viewers that it is Pride that has produced this waxing miracle. Next-day women buy Pride by the thousands.





Now with **PEPSODENT!**

## Clean Mouth Taste for Hours

Thanks to **ORAL DETERGENT** Discovery!



Leading Dental Journal Reports **ORAL DETERGENT**  
Cleans Teeth Cleanest!

In a Mid-West University, dentists compared Pepsodent with all other leading tooth pastes. They found Pepsodent's great discovery—**ORAL DETERGENT** "Cleans teeth cleanest of all!" Proof that Pepsodent will clean your teeth cleanest in the clean mouth taste you get for hours. Guaranteed by Lever Brothers Company or your money back.



Pepsodent's **ORAL DETERGENT** Cleans Teeth Cleanest

Try New Pepsodent  
Chlorophyll

GOING  
PLACES  
AND  
DOING  
THINGS

TAILORED BY

Bobbie Brooks

MATCHES ANY WEATHER

In junior sizes... less than \$28 other styles in junior, misses and half-sizes, at good stores everywhere for store nearest you, write

**BOBBIE BROOKS**  
Cleveland 14, Ohio • New York 18, N. Y.



**ON ROSTRUM** at convention Stevenson has presidential escort as he accepts nomination. In this article Stevenson reveals he had never told Truman he was available.

### STEVENSON CONTINUED

inexperienced candidate for the presidency. I had limited political acquaintance, no manager, no staff, little money in the till, little press support. And I was running against General Eisenhower, a national hero for 10 years, and the inevitable irritations and accumulated anxieties of 20 years of government in a time of profound changes—irritations and anxieties which had been vigorously, if not objectively, cultivated for a long time by Republican orators and most of the press. And the best polls we had indicated that, as of that time, we had about 30% of the popular vote.

But the Republican party was badly split and the election was three months off. Like Dr. Johnson, I saw no point in expressing a consternation I did not feel for a calamity that had not occurred. And I had other assets, too: the great Democratic party, the social revolution it had wrought, and the warm and sincere encouragement and loyalty of all the disappointed contenders for the nomination. There was still another asset, little noted in newspapers, which meant a great deal to me—I had literally no obligations to anyone.

I suppose, like the unsought and unwanted nomination itself, this was something new in our political history. Nor, let me add, did anyone ever ask anything of me in exchange for support or money, which I daresay is also something unique in presidential campaigns.

I concluded to organize and run at least my part of the campaign my own way. I set about the business of what I was going to say and left to the others the decisions as to where and when I would say it.

For years I have listened to the nauseous nonsense, the pie-in-the-sky appeals to cupidity and greed, the cynical trifling with passion and prejudice and fear; the slander, fraudulent promises, and the all-things-to-all-men demagoguery that are too much a part of our political campaigns. Sometimes in the deafening clamor of political salesmanship, I have thought that the people might be better served if a party purchased a half hour of radio and TV silence during which the people would be asked to think quietly for themselves.

Politicians all applaud and support public education as democracy's great monument and cornerstone, but does the politician, the agent and spokesman of democracy, have no responsibility for public education? Democracy, government by the consent of the governed, is the most difficult system of all because it depends for its success and viability on the good judgments and decisions of so many of us. But judgment and decision depend on information and understanding. In matters of public policy, candidates then have the greatest responsibility of all to inform truthfully so that the people will understand and will have the tools of good judgment and wise decision.

One can argue, indeed, that candidates claiming the people's confidence have even a higher mission: honestly to help man to know, as St. Thomas Aquinas said, what he ought to believe; to know what he ought to desire; to know what he ought to do.

Believing utterly in democracy and the collective reason of properly informed people, I have always thought that political campaigns for offices of great responsibility are both an opportunity and an obligation to talk sensibly and truthfully about public questions and their full implications.

CONTINUED ON PAGE 102



An Advertisement by Hiram Walker



## Wish you were here

Does a snapshot of *someone else* having a wonderful time (in the sun, playing, while yours are cold, gray working days) sometimes make you feel slightly abused? Well, take heart from the picture above!

The good-natured whiskey on the table by the pool is something that you can enjoy right at home, right now, as well as our suntan-

ning friends. This whiskey, as you can plainly see, is called Imperial. Hiram Walker makes it and makes it well. Indeed, so undeniably smooth and good is Imperial that men like yourself have made it one of America's very largest selling brands.

Try it at home. And include Imperial in *your* vacation plans.

## Just tell the man you want **IMPERIAL**

BLENDING WHISKEY. 86 PROOF. 70% GRAIN NEUTRAL SPIRITS. HIRAM WALKER & SONS INC., PEORIA, ILLINOIS



CLEANS MOUTH, GUMS,  
BREATH CLEANER *or you*

USE  
**CHLORAMINT**

CHLOROPHYLL MOUTH WASH

**FREE!**



**SPECIAL ECONOMY OFFER**  
Large Family-Size *plus* Thrifty Travel-Size  
**A 95¢ VALUE**

**BOTH ONLY 79¢**

AT ALL DRUG COUNTERS



**MONEY BACK GUARANTEE**

Try the travel-size bottle of Chloramint. If you don't agree it's the finest mouth wash you've ever used, return the family-size bottle and get back your full purchase price.

**CHLORAMINT**  
*Chlorophyll Mouth Wash*  
Another fine **PUREPAC** product

**STEVENSON CONTINUED**

I felt that the danger, not only to the Democratic party politically, but to the country in this national campaign was that it would follow the preconvention line and turn largely on Korea, corruption, Communists in government, etc., which were not really controversial issues between the two candidates at all. No one was running on a pro-corruption ticket or in favor of treachery. Everyone wanted to arrest inflation, reduce the cost of living and end the stalemate in Korea as quickly as possible. These were all questions of men and methods for dealing with them, not of objectives or good intentions. But of basic and fundamental importance in the campaign was that we Americans who were destined to lead, whether we liked it or not, must face stern decisions at home and the brutal facts of a world half slave, half free, a world besieged from the East for the first time since the Turks were turned back at the gates of Vienna, a world in which two-thirds of the people were hungry and half could neither read nor write—a world, in short, in which tolerance, understanding and peace were not to be had easily, quickly or cheaply.

For these reasons, I said in accepting the nomination that I viewed this campaign not as a crusade to exterminate the opposition, "but as a great opportunity to educate and elevate a people whose destiny is leadership, not alone of a rich, prosperous, contented country, but of a world in ferment." And because you cannot banish the evils of society by banishing reason or waving wands, I also said in that speech, "Let's talk sense to the American people. Let's tell them the truth. . . . Better we lose the election than mislead the people."

I tried to do that during the campaign, with, I fear, indifferent success. As the battle of words progressed, I felt more and more that people cared little about the issues and party records, about precise definition of positions. They were weary of conflict, impatient and eager for repose. While discouraging, it was not surprising. Having said my piece with some precision on the problems of our country, I tried to stir deeper waters and talked more and more philosophically about faith and fear, and about the mighty and wondrous powers for good of free and independent thinking Americans.

**A good rule for timid politicians**

**I**F my early assumption that some reasoned and precise debate would develop was a mistake, I made some other miscalculations too. I had not anticipated that responsible Republican spokesmen, not including General Eisenhower, would trumpet plain falsehoods about my administration in Illinois. Nor had I assumed that many Republican leaders, not including General Eisenhower, would impugn my loyalty and good "judgment" because I told the simple truth—that the reputation of Alger Hiss was good when I knew him. Truth is not a matter of judgment in such a situation. "Thou shalt not bear false witness" is still the law of God and man, I hope. And thou shalt not be afraid to bear true witness is, I think, a good rule for all of us, including timid politicians. I withheld any comment about the relations of Mr. Dulles, now Secretary of State, and General Eisenhower himself with Hiss as long as I felt I could, until Oct. 23, and I wish I had not felt obliged to mention such irrelevancies at all.

I had assumed that our unhappy situation in Korea would not be a politically fruitful tree to shake in view of my adversary's past utterances. In early August I decided, if elected, to make a quick journey to Japan, Korea and India "to see for myself," meet the people with whom I would have to deal, and to give the best possible evidence of our profound concern for the Orient. We kept the plan secret, fearful that it might be construed as just a political gesture. This may have been a mistake, and while I cannot approve the General's speech about going to Korea and the implication of early settlement or the misleading use that was made of it, I think he did the right thing to go out there and that we will all benefit from his first-hand information. I only wish that time and circumstances had permitted him to travel farther.

Did I talk over the people's heads? No—and that's about the only aspect of the campaign I am sure of! What's more, I doubt if I could have talked over people's heads even if I had foolishly wanted to. As Franklin P. Adams said, "The average man is a great deal above the average."

Many imponderable factors were involved, like "time for a change," Korea and General Eisenhower's great popularity, but it is safe to say that many people voted for the Democratic candidates not because we held out any comforting hope of early tax reduction, an end to the war, peace on earth and easy solutions for all our frustrations, but for exactly the opposite reason —because

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OF HEADACHE  
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**FAST**

The way  
thousands of  
physicians  
and dentists  
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Hurting You?  
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**Makes all pens write better!**

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Always Fresh, Tempting And Delicious!

Ask Your Grocer For The **SUN-MAID THRIFT-I-PAK**—Six Handy Pocket Packs At Today's New Low Price!

CONTINUED ON PAGE 104

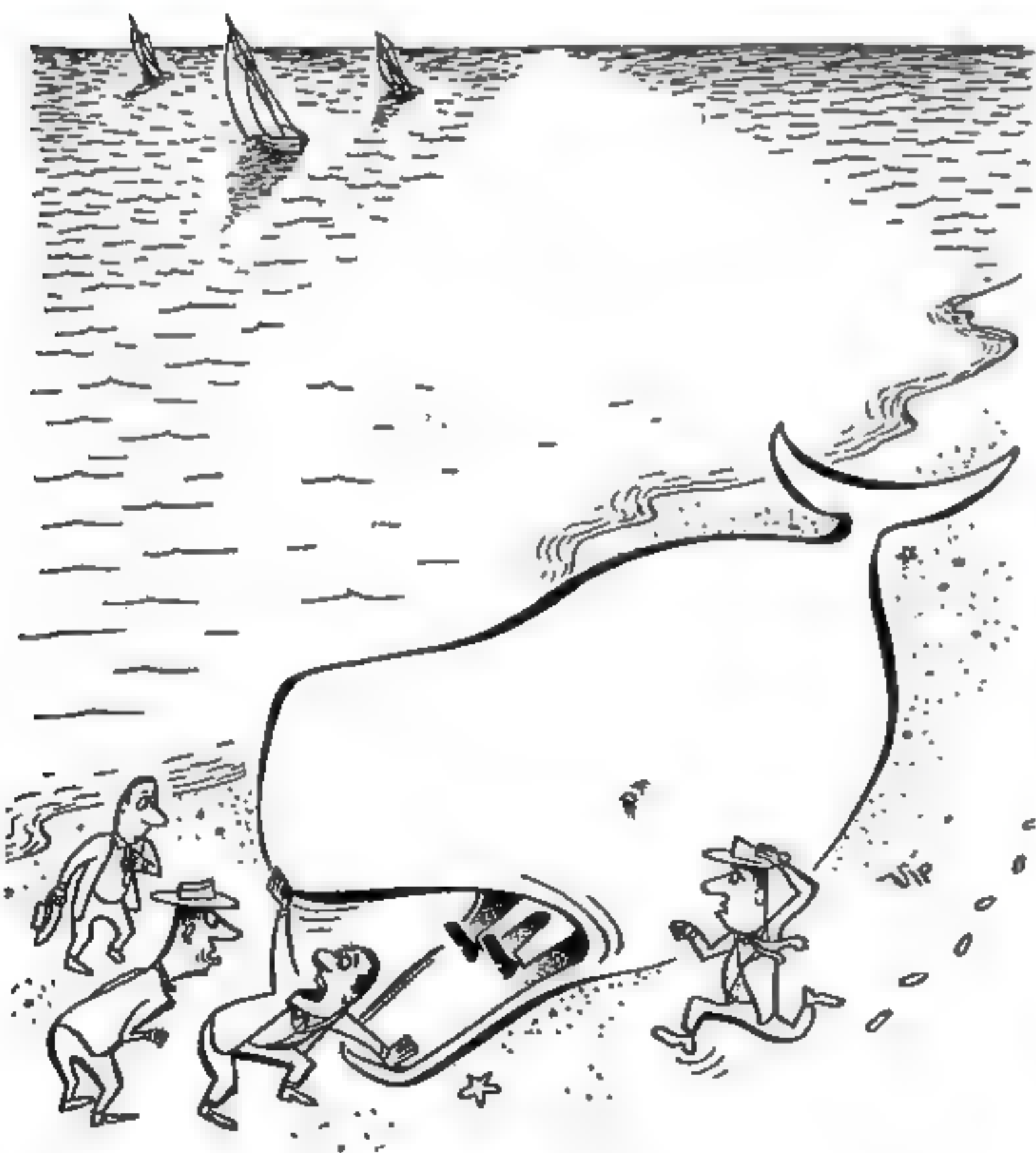




"You call yourself a burglar? Not a 'Sanforized' label in the lot!"



"He says not to worry, he's as comfortable in his 'Sanforized' halo as he was in his 'Sanforized' pajamas! ... Two dollars, please—plus tax."



"He's alive, but that shrunk-up shirt is really killing him!"

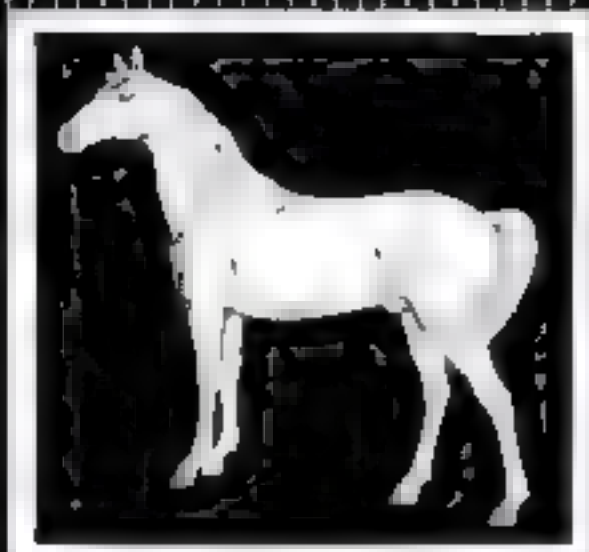


MISTER! AVOID COTTON GARMENTS  
THAT SHRINK OUT OF FIT.  
ALWAYS INSIST ON SEEING  
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BEFORE YOU BUY!  
MAKE EVEN YOUR FAVORITE SALESMAN  
SHOW YOU "SANFORIZED" ON THE LABEL.

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# What a SCOTCH!



## White Horse... *of course!*

BLENDED SCOTCH WHISKY 86.8 PROOF  
Browne-Vintners Co., Inc., N. Y., Sole Distributors



*A luxury  
that actually  
does you good*

**You should use it:** Two special ingredients in Aqua Velva help take care of nicks and scratches. The tingling is *proof* of Aqua Velva's action.

**You'll like to use it:** In addition to the pleasant aroma found only in Aqua Velva, it gives you a feeling of well-being, a special touch of luxury after every shave.

**P.S. to Wives:** Give him the luxury lotion he *likes!* Gift bottle, 11 ounces.

**AEROWAX**  
SAVES up to  
28¢ a pint!



**"Kitchen-Tested"**  
for Brighter Floors, Lasting Luster

Hear  
**HERITAGE!**

the Radio Show based on  
**LIFE'S PICTURE HISTORY  
OF WESTERN MAN**  
American Broadcasting Company  
Every Thursday 8:30 PM (EST)



**Take Tabcin**  
TO EASE COLD MISERY

AT ALL DRUG STORES • 45c and 75c SIZES



**UNDERSTANDING AUDIENCE** in Seattle breaks into laughter at Stevenson campaign reference to "a certain present senator . . . [who] never lets his Republicanism stop him from voting for Democratic policies" (Wayne Morse).

### STEVENSON CONTINUED

we did not. There were many like the woman who flattered me with her thanks for "a shot in the intellect," and the one who wrote, "I am easily swayed by emotion until I think, which I occasionally do."

Each of us is likely to feel that he understands things a little better than the next man, just as so many were sure they understood what I was saying in my speeches, but doubted if the other fellow did. Jan Struther illustrated it very well, I thought, by these engaging verses:

#### STEVENSON'S SPEECH

John Doe, he heard a speech.  
It didn't plead, it didn't preach,  
It wasn't loud, it wasn't wild,  
It didn't treat him like a child.  
It even carried one or two  
Words he hadn't known he knew.  
John Doe scratched his head:  
John Doe smiled, and said:  
"Richard wouldn't understand—  
But as for me, I think it's grand."

Richard Roe, he heard it too;  
Listened hard the whole way through.  
It made him feel he wasn't dense—  
Addressed him like a man of sense.  
It made him feel, "I'm not a fool—  
I still remember stuff from school."  
Richard Roe, he rubbed his eyes  
With a kind of proud surprise.  
"'Tisn't quite in Johnny's line—  
But as for me, I liked it fine."

Doe and Roe met face to face  
Just outside the polling place.  
"Well, what's new?" said Doe to Roe.  
"Nothing much," said Roe to Doe.  
"Whaddya know?" said Roe to Doe.  
"Not a thing," said Doe to Roe.  
In they went, and out they came,  
Looking just about the same.  
He, and he alone (thought each)  
Had *really* understood that speech . . .

CONTINUED ON PAGE 109



Here's Why the

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## FOOD FREEZER

is Best...



First and Only Freezer  
to Receive the Fashion  
Academy Gold Medal Award.



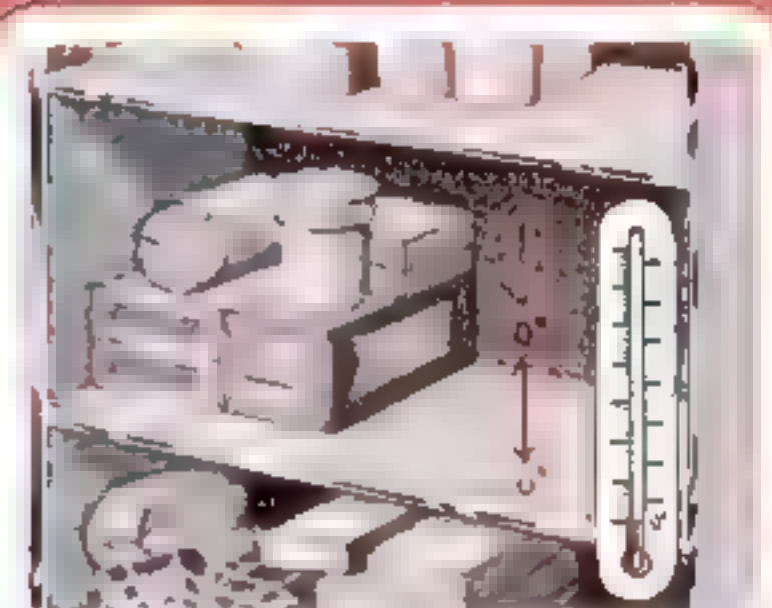
BEFORE YOU BUY ANY FREEZER, HAVE YOUR DEALER SHOW YOU THE RESULTS OF INDEPENDENT  
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DEPENDENT LABORATORY  
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**Amana**  
UPRIGHT FOOD FREEZER



### FREEZES TWICE AS FAST AS ANY OTHER FREEZER

Exclusive "single unit" construction of seamless refrigerant tubing and aluminum shelves extracts heat 5 times faster than any other system used.



### MAINTAINS "EVEN" ZERO TEMPERATURES

Exclusive AMANA design creates "even zero" temperatures in every part of the freezer. All food is on or directly below a prime freezing surface.



### COSTS LESS TO OPERATE

The scientific design of the AMANA Upright permits the POWERPACT Freezing Unit to freeze so fast it operates only a fraction of the time required by ordinary freezers . . . at half the cost.

See the Kate Smith Show every Thursday  
afternoon over the entire NBC TV network.







**Relieve the  
Pressure Pain  
of sore,  
aching muscles!**

• When muscles get stiff and lame from overexertion, don't let them "lay you up." There's a way to relieve that ache and soreness—quickly, easily!

Doctors generally will tell you this pain and stiffness may be largely caused by *pressure*. Sensitive nerves are irritated. Local areas become swollen, sore

For blessed relief—*fast*—rub Absorbine Jr. on those stiff, aching spots. It actually helps to *counter-act* the pressure which may be causing your pain. At the same time, it warms and soothes. You start feeling better with a speed that will surprise you.

Get Absorbine Jr. today. Only \$1.25 a bottle at all drug counters. Used by thousands for quick relief of aching muscles, neuralgic and rheumatic pain.

W. F. Young, Inc., Springfield, Mass.




Send for **FREE** sample today

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Please send me a Free sample bottle of Absorbine Jr.—postpaid.

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## STEVENSON CONTINUED

We live in a time for greatness and greatness cannot be measured alone by the yardsticks of resources, know-how and production.

There are moral dimensions too. It is the urgent duty of a political leader to lead, to touch if he can the potentials of reason, decency and humanism in man, and not only the strivings that are easier to mobilize.

The challenge of our faith and time "is the insensate worship of matter" organized in a vast international conspiracy. But the goal of life is more than material advance; it is now, and through all eternity, the triumph of spirit over matter, of love and liberty over force and violence.

In a world where masses of people at all levels of degradation and elevation are going to decide their own destiny more and more, in a world where words like "freedom" and "justice" are meaningless to many, we are struggling to *meet* grievous assault by better satisfying the basic material needs of man. But we shall *master* the assault only by better satisfying the basic spiritual needs of man.

These are hungers too, and we alone, we who are free to follow the great teachers, free to believe and free to speak, are the only ones who can. Communism knows no God and cannot satisfy the hungry heart.

To find the true balance between security and freedom, between initiative and anarchy, between tolerance and conformity, to organize vast patience and understanding for the peaceful resolution of our conflicts, to communicate the material and spiritual goals of life by the example of a superior system of self-management and self-discipline, these are the tasks of democratic statesmanship in our tense times. And these are tasks for adults, not children, for reason not emotion, for faith not fear.

I have no regrets about losing the election, except for the disappointment of so many dedicated supporters who share my hope of revitalizing a basic assumption of democracy: honest political leadership that despises the easy road to popularity and insists on focusing attention on reality and truth, however distasteful. Unless the great political parties and their spokesmen assume responsibility for educating and guiding the people with constant candor, how can we be sure that majority rule will meet the test of these searching times?

I am an optimist. Anyone must be an optimist who has seen, as I have, the might and majesty of Americans and America—the America, as Woodrow Wilson said, that "asks nothing for herself except what she has a right to ask for humanity itself."



**CAMPAIGN BEHIND THEM**, Adlai Stevenson and President Eisenhower say goodbye after a White House luncheon with congressmen of both parties.

# SLEEP...



without Heartburn,  
**Acid Indigestion**


If acid indigestion keeps you awake, take TUMS. Almost instantly TUMS neutralize excess acids; soothe and sweeten your stomach. Then you'll sleep the sound, natural, restful sleep that follows TUMS. There's no acid rebound from TUMS to awaken you later.

• still only 10¢ a roll




**FOR THE  
TUMMY**

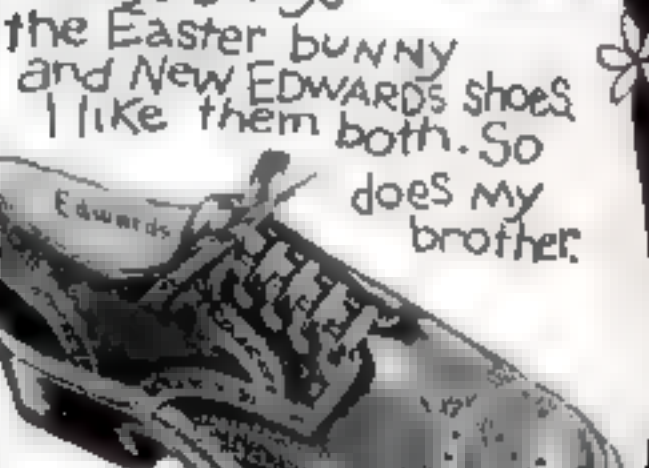
GUARANTEED TO CONTAIN NO SODA



ME BILLY  
OUR NEW EDWARDS SHOES  
MIMI



EASTER always brings the Easter bunny and New EDWARDS shoes. I like them both. So does my brother.



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Your nearby Edwards dealer has a full selection of new Easter styles for boys and girls. Visit him now for a perfect fit.

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# Glide-away Starts!



Famous Fire-Chief gasoline is full of extra smoothness.

You feel it in the trigger-fast starts,  
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It's easy on your pocketbook, too. Fire-Chief sells  
at *regular* gasoline prices. Fill up with power-smooth  
Fire-Chief at your Texaco Dealer—  
*the best friend your car ever had.*

... and don't forget the best motor oil your money can buy.



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**TUNE IN:** Tuesday nights on television, the TEXACO STAR THEATER starring MILTON BERLE ...  
Metropolitan Opera radio broadcasts Saturday afternoons. See newspaper for time and station.





ON THE RUN, Denny Menton enters Haverford Court Hotel for swift switch to "beetleback" suit.

## *Life Goes on a Whiffenpoof Weekend*

### THE YALE SONGSTERS HAVE A VOCAL SPREE

Even though their song has long been bandied about in locker rooms and jukeboxes and has become a standard item in the repertory of every bar-and-grill glee club, Yale's Whiffenpoofs themselves are still widely sought after and have to juggle a heavy social schedule throughout the school year. The group began in 1909 with five members and its song, which had been adapted from a Kipling verse that an Amherst man had set to music. Now composed of a dozen singing seniors, the Whiffenpoofs spend nearly every weekend scurrying about the east performing at college dances and old grad get-togethers. On a recent typically taxing junket to Philadelphia, where they were guests of the Yale Club, the durable Whiffs made five stops in less than 24 hours, a good nine hours of which were spent singing.

Most of the vocalizing was done at a dinner dance at the Huntingdon Valley Country Club. The Whiffenpoofs, who are named for a non-existent fish which squawked when tempted with food, ate first and then sang incessantly—strolling through the club to serenade captive diners, then retiring to their own dining room for some private harmonizing. On Sunday, after a nostalgic rendition of the Whiffenpoof song, their fifth of the trip, the gentlemen songsters piled back to New Haven for a week of classes before their next engagement.



AT HUNTINGDON VALLEY CLUB MEMBERS OF AUDIENCE SIT ON FLOOR DURING SOLO BY JOHNNIE BUSH



SONG REIGNED all evening. Dates and ex-Whiff Ollie Carpenter stand behind guests for serenade at



club after dinner. Leader Bill Rhangos (center, right) blows pitchpipe so that Sky Hamilton, Ted Sloan





WHOSE FATHER, NOW SENATOR PRESIDENT RUSH OF CONNECTICUT, WAS A WHITEFENCIBLE HIMSELF ONCE.



and Julie Bess can find their notes. Retiring to the floor for closer harmony (right), Whiff's friend



voices in *Sweet Georgia Brown*, while Sky Hamilton simultaneously holds a note and his date's hand.

FOR GOD, FOR COUNTRY, AND FOR YALE.



LOYALLY LABELED BAR was bypassed until time when the toasts to Whiffs began ringing out.



SMOKE RINGS were in use for B.L. Rhangos' breath at a party given at the home of an old grad.



**MORE NEW  
CAR BUYERS  
CHANGE-OVER..**

**TO  
GENERALS  
THAN TO ANY  
OTHER TIRE**



**A SEEING IS BELIEVING  
PARADOX!**

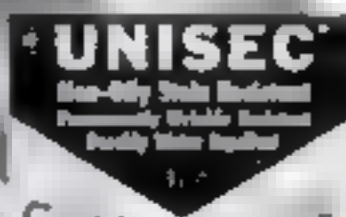
- liquids bounce off
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Unisec performs this miracle in spun rayons and synthetic blends. Look for Unisec-tagged women's, men's, children's apparel — suits, sportswear, coats, slacks, rainwear, dresses, ties — at leading stores.

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it's non-oily stain resistant  
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**HOSPITABLE EX-WHIFF**, John Philbrick ('49), at Sunday buffet lunch in the Philadelphia Country Club, urges guests to drink—"Take it, it's free."



**AT LAST PERFORMANCE** after lunch only nine Whiffs remained but tried to sound like 12 with help of extra baritone who sang fa-setto first tenor



# "I prayed for rain... in a downpour!"

"The most exciting scenes in 'I Confess' called for rain," Anne Baxter explained. "But the weather was so lovely, we had to make our own rain. I was drenched so many times with icy streams from the studio hose, I *prayed* for some 'gentle rain from heaven'!"



ANNE BAXTER,  
co-starring in  
"I CONFESS"  
A Warner Bros. Production  
Directed by Alfred Hitchcock

"Then the rains finally came, and I worked outdoors in sopping wet clothes for almost a week! My sensitive skin just wouldn't have stood it without gentle, soothing Jergens Lotion. It felt so wonderful — and it kept my skin beautifully soft."



"The winds came, too, while I was making these scenes day after day on the ferry boat. Naturally that chapped my hands and face dreadfully, but pure white Jergens Lotion rescued me again — and so *quickly*! See for yourself why: Smooth one hand with quickly absorbed Jergens..."



"Apply any ordinary lotion or cream to the other. Then wet them. Water won't 'bead' on the hand you've smoothed with wonderful Jergens Lotion as it will with oily lotions or creams that just coat the skin."



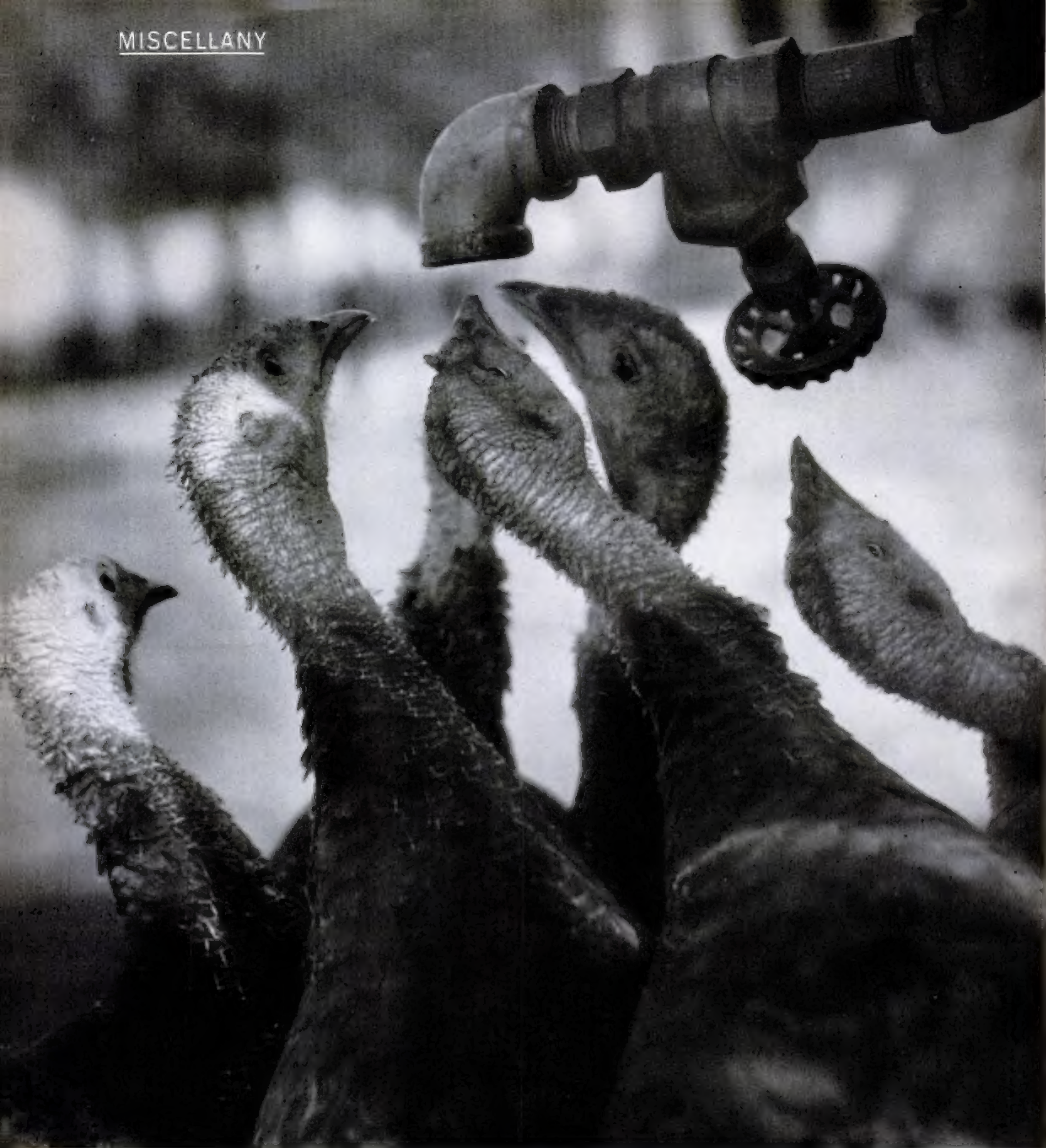
"Close-ups like this demand soft, romantic hands. And, thanks to Jergens Lotion, mine always looked right. No wonder screen stars choose Jergens Lotion 7 to 1. It's such a *pleasant* care — and so *effective*!"



Use Jergens Lotion after each of your chores, too! You'll soon see why more women use Jergens Lotion than any other hand care in the world. Yet Jergens Lotion only costs 10¢ to \$1.00, plus tax!

Remember **Jergens Lotion**... because you care for your hands!





## LONG TIME BETWEEN DROPS

Turkeys are not the brightest of birds but from their wild ancestry they have inherited an ability to forage for themselves when they have to. These young turkeys, being raised on a farm on the prairies of Manitoba in Canada, found themselves forgotten by the farmer, who failed to fill their water troughs. The turkeys, who normally drink

a lot with their meals, grew desperately thirsty. Being smart enough to know where their water came from, they gathered around the faucet, their heads cocked back to grab at the drops of water that slowly trickled down out of the pipe. It was a long wait between drops but when turkeys are very thirsty they can also be very patient.

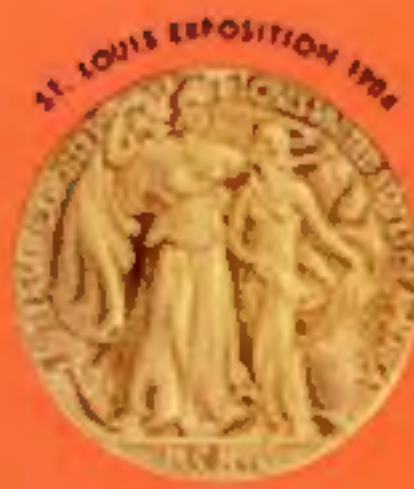




... it's always  
a pleasure  
to drink . . . to serve

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*The Gold Medal Whiskey* since 1872



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KENTUCKY STRAIGHT *Bourbon*

KENTUCKY STRAIGHT BOURBON WHISKEY, BOTTLED IN BOND, 100 PROOF, I. W. HARPER DISTILLING COMPANY, LOUISVILLE, KENTUCKY



# *Busy people pause for Coke*



You hear people say,  
"Coca-Cola has been a favorite  
in our family for four generations."  
Such acceptance comes only  
from quality you can trust.  
Its flavor—unique and inimitable—  
is blended of good things  
from nine sunny climes. Have a Coke  
and enjoy happy, *refreshing* moments.



*You trust its quality*